65

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 5

WASHINGTON, D. C.
MARCH 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
MAR 2 1936
LIBRARY

MY, *what a figure we've got*

WOR's time sales for the year '35 showed a neat increase of 49.5% • This figure emerges as a really formidable fact when we find that the whole industry increase was only 20.8% • Giving WOR more than double the increase in gross • Our statisticians, being altruistic souls, demand that we be more specific • Specifically, then . . . though National Networks set a new high in their field during the past year, their total increase in time sales was only 17.4%, and Spot Broadcasting rose no higher than 26% • Proving beyond question that, when these figures are compared with WOR's increase, ours is the door they're beating a path to.

WOR

More Great Stars Become THESAURUS Artists

ADELYNE HOOD

SIGMUND SPAETH, THE TUNE DETECTIVE

Sigmund Spaeth, The Tune Detective... Rudolph Friml, Jr... John Seagle ...and Adelyne Hood... offer their talents in THESAURUS programs

Four more popular radio stars join the roster of NBC THESAURUS artists. Their names are famous from coast to coast.

We present Rudolph Friml, Jr., son of the celebrated composer, and his excellent orchestra . . . John Seagle, baritone of the famous Cavaliers quartet . . . Sigmund Spaeth, whom millions know as "The Tune Detective"... and Adelyne Hood, vocalist, and star of concert, vaudeville and radio.

By continually adding more name talent, NBC THESAURUS greatly increases its value as an effective spot broadcasting service.

JOHN SEAGLE

RUDOLPH FRIML, JR.

HOLLYWOOD HOROSCOPE
New additional continuity service. Interesting continuity on movie stars and new pictures.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO

INDISPUTABLE PROOF of WNAC Audience Leadership

Complete Figures of Metered Survey

Here are the final results of a ten weeks' survey of Boston stations—the first scientifically accurate survey ever made by mechanically recording the stations dialed and the exact listening time for each program. The survey was made from Sunday, November 3, 1935, through Saturday, January 11, 1936. The results are the actual listening record of 1000 families to 101,004 quarter-hour periods. The final figures prove conclusively that WNAC is the dominant station in the Greater Boston area.

Boston Station Popularity Percentages Down by Hour Periods

	WNAC	WAAB	1st N. B. C. OUTLET	2nd N. B. C. OUTLET	1st LOCAL STATION	2nd LOCAL STATION	3rd LOCAL STATION	4th LOCAL STATION	OUTSIDE STATIONS	TOTAL
7— 8 A.M.	34.8%	4.5%	29.3%	21.4%	5.2%	*	4.0%	*	.8%	100%
8— 9 A.M.	27.4%	14.2%	24.5%	18.0%	5.4%	3.7%	5.8%	.1%	.9%	100%
9—10 A.M.	24.2%	9.2%	33.1%	12.7%	8.8%	3.2%	7.0%	.9%	.9%	100%
10—11 A.M.	25.6%	12.0%	29.2%	11.3%	7.6%	4.6%	7.3%	1.1%	1.3%	100%
11—12 Noon	25.4%	12.2%	24.2%	12.2%	8.7%	5.6%	8.4%	2.3%	1.0%	100%
12— 1 P. M.	27.2%	10.3%	18.5%	15.5%	14.0%	3.6%	7.2%	1.9%	1.8%	100%
1— 2 P. M.	31.3%	13.2%	13.1%	11.3%	16.0%	4.7%	6.7%	2.1%	1.6%	100%
2— 3 P. M.	23.6%	13.0%	16.1%	17.3%	15.3%	4.9%	7.1%	1.2%	1.5%	100%
3— 4 P. M.	22.8%	16.9%	15.3%	20.9%	10.1%	5.2%	5.4%	1.9%	1.5%	100%
4— 5 P. M.	30.9%	16.7%	18.4%	15.4%	10.1%	4.3%	1.8%	.8%	1.6%	100%
5— 6 P. M.	31.6%	15.5%	17.9%	16.0%	12.3%	4.1%	*	*	2.6%	100%
6— 7 P. M.	30.3%	15.5%	26.7%	14.2%	6.7%	3.7%	*	*	2.9%	100%
7— 8 P. M.	32.7%	9.7%	30.4%	20.4%	*	2.0%	*	*	4.8%	100%
8— 9 P. M.	26.3%	6.7%	34.5%	25.6%	*	2.0%	*	*	4.9%	100%
9—10 P. M.	28.0%	7.5%	25.9%	32.4%	*	1.8%	*	*	4.4%	100%
10—11 P. M.	30.6%	12.4%	17.9%	30.2%	*	2.9%	*	*	6.0%	100%
11—12 Mid.	31.3%	17.4%	18.6%	20.7%	*	2.8%	*	*	9.2%	100%
12— 1 A.M.	55.4%	**2.5%	16.9%	9.8%	*	*	*	*	15.4%	100%
ALL DAY AVERAGE	29.0%	11.7%	23.8%	20.2%	5.7%	3.3%	2.3%	.5%	3.5%	100%

*Station not on the air. **Station only on the air at this time during part of survey.

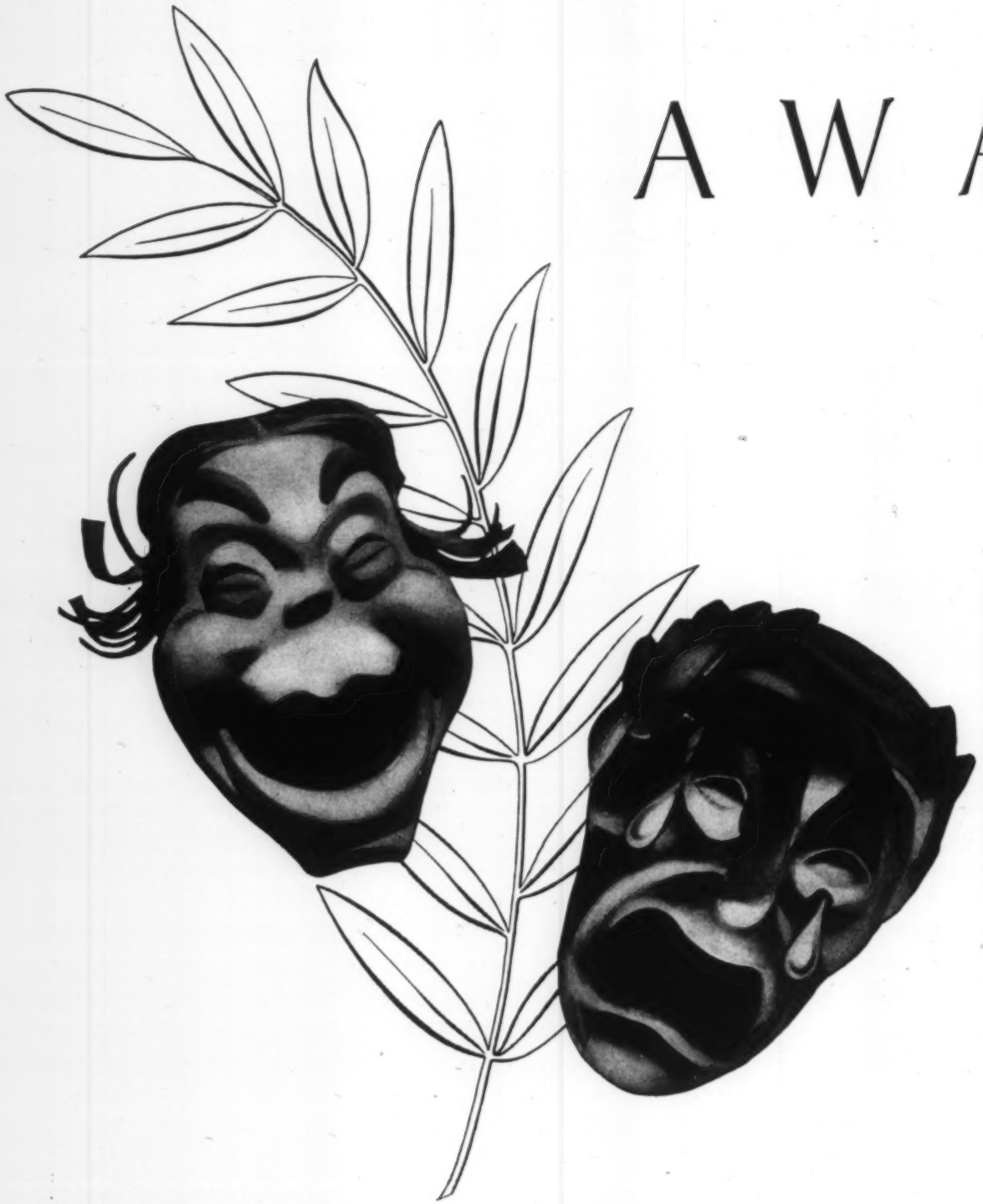
Write for booklet containing complete explanation of survey method. Every agency and advertiser will find this booklet a valuable guide in buying coverage accurately, whether for Greater Boston or for the nation.

THE YANKEE NETWORK, INC. EDWARD PETRY & CO., INC. Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

AWA



AR D S

May we (in this season of advertising prizes) publish the awards of the two shrewd juries who sit in judgment of radio? One is the audience in more than 22,000,000 American homes. The other is an unsentimental panel of business men, the advertisers on the air. These, as juries go, are large. But they haven't (we note in passing) much difficulty in coming to their swift decisions. Their awards? From the audience "To the Columbia Broadcasting System: THE FRIENDSHIP OF A NATION." And from advertisers "To the Columbia Broadcasting System: A GREATER GAIN IN BUSINESS IN 1935 THAN FOR ANY OTHER ADVERTISING MEDIUM." Such awards, we know, are something more than prizes. Obviously they carry with them the *obligation* to continue the very activities they so generously recognize. Or so it seems to us.

THE COLUMBIA BROADCASTING SYSTEM

XUM

"Oh, chains do not a prison make!"

CHAINS (networks to you) are swell in their place, but under many circumstances they're too restrictive and inflexible.

Whereas, with spots, you can get exactly "what you want when you want it"—without ifs, ands or buts!

With spots you can take your salesmap and hit one spot or a hundred without any regard to geography, station affiliations or *anything* except your own sales job . . . You can put on the kind of program that will pull properly in each territory . . . You can poke fun at California when you're broadcasting in Florida!

So . . . chains need not a prison make, for *you*. How about calling us in to talk spots?

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KFAB	(CBS)	Lincoln-Omaha	KSD	(NBC)	St. Louis
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville	KFWB		Los Angeles
WIND-Gary — WJJD-Chicago			WTCN		Minneapolis-St. Paul	KOIN	(CBS)	Portland
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha	KOL	(CBS)	Seattle
KMBC	(CBS)	Kansas City				KVI	(CBS)	Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 5 WASHINGTON, D. C., MARCH 1, 1936 $3.00 A YEAR — 15c A COPY

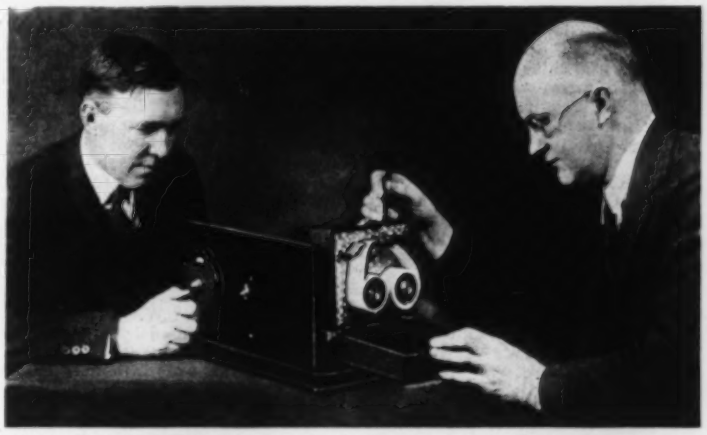
And Now Science Meters the Radio Audience

By PROF. ROBERT F. ELDER

The Audimeter Takes Its Place in the Survey Spectrum; Its Advantages and Limitations for the Advertiser

BROADCASTING has already described the "Audimeter", an instrument which, when attached to a radio set, makes a continuous record of the times when the set is turned on, and of the stations to which it is tuned. [See issue of Dec. 1, 1935]. It has also revealed [Jan. 15, 1936] certain preliminary results of the first Audimeter survey, conducted in Boston for John Shepard 3d and his Yankee Network. Now that this survey has been completed and the results tabulated, it is time to examine the method to determine what, if anything, it adds toward the solution of the problems facing broadcasters, advertisers, and advertising agencies.

Before discussing the specific findings of the survey, it is necessary to define the particular type of measurement afforded by the method. There are five points at which measurements of radio may be made. Different methods are indicated for each. What is not commonly recognized when attempts are made to compare results of surveys made by different methods is that the same type of measurement is usually not made. A brief discussion of the possible points of measurement will illustrate this point.



RADIO RECORDER—Here is the Audimeter, mechanical survey instrument designed by Prof. Robert F. Elder (left) and Prof. L. F. Woodruff, both of Massachusetts Institute of Technology. The former is well known as a pioneer in radio research and is in charge of the actual surveys conducted with the instrument. Dr. Woodruff handles technical phases.

Listening Habits

1. THE first and simplest type of measurement simply determines how many *sets* are tuned to each station during each program period around the clock. This is the Audimeter's point of measurement. For studies of audience listening habits and of station popularity, it appears to be the best method available, because it covers hours when methods requiring contact with listeners during the program period are not available. At other periods it must justify itself on the basis of lower cost. This type of measurement yields no information as to how many listeners there are, nor as to how deeply the program being received has stamped itself on their consciousness.

2. From the standpoint of the advertiser who seeks a check on the size of the audience reached by his program, it is often desirable to find out how many people are listening to a given program as it is received over each set. Is there a single listener or a whole family group? In this respect, determining the number of *people* listening, rather than the number of *sets* receiving the program, the coincidental telephone survey has been particularly effective. The Audimeter, used alone, cannot furnish an answer to this question.

3. Another type of measurement involves a determination of how many listeners are conscious of the identity of the sponsor of the program as it is being heard. Here again the coincidental method seems to be ahead of others, although there are serious questions as to the absolute validity of this measurement. The person answering the telephone may not realize who is the sponsor while some other listening member of the family may know, or vice versa. Some of the calls may be made before the person answering has had a chance to hear the commercial announcement. Nevertheless, the measurement unquestionably has significance, although not always correctly interpreted.

4. Still another measurement involves finding out how many people *heard* a program and *remembered* it after the lapse of an appreciable period of time. This is the type of measurement afforded by the C. A. B. method. One could hardly expect that it would coincide with the results of coincidental telephone or Audimeter surveys. It is, however, a significant measurement, although just how it is to the interpreted depends upon how far the effectiveness of advertising is based on conscious and how far on subconscious influence.

5. From the standpoint of the advertiser, the ultimate measurement of radio advertising involves a determination of how many people are influenced by the program to buy the advertised product. As yet very little has been done with this type of measurement. It involves an amplification of some of the previously mentioned techniques. Some results from a combination of this type of measurement with that afforded by the Audimeter may be expected in the near future.

One of the most important advantages of the Audimeter method is the fact that, since installation of the recording instruments involves personal visits to the homes whose listening is studied, it is possible to study the listening habits of different groups of the population. The economic breakdown is probably the most significant. It appears, for instance, that the families with incomes in the $2,500 and over bracket do more listening on Sundays than do any of the other groups. On week days, however, the middle bracket ($1,200 to $2,500) leads in amount of listening. The distribution of the audience varies at different hours. This may be due to differences in living habits or to differences in the nature of programs available at different hours, and is probably a resultant of both of these factors. The accompanying chart shows how different are the proportions of homes in different economic groups listening at various hours on Sunday evening. Equally important differences are in evidence at other times.

Economic Groups

PROGRAMS differ widely in their popularity with different economic groups. While this has always been recognized in a general way, an accurate measurement of this factor should help advertisers to do a much more precise job of adapting their programs to the particular groups which they desire to cover. The following table shows the differences in the audiences reached by a few outstanding programs (proportion of homes in income groups):

	Program A	*Program B*	*Program C*
Over $2,500	36.2	38.8	24.2
$1,200-$2,500	42.9	33.6	30.6
Under $1,200	45.6	39.3	14.0
	Program D	*Program E*	*Program F*
Over $2,500	21.6	20.4	22.2
$1,200-$2,500	10.3	9.6	17.0
Under $1,200	7.5	1.9	5.0

There are over 21,000,000 radio-equipped homes and only 10,300,000 residence telephones. Few of the families with incomes under $1,200 have telephones, yet over half of them (in Boston at least) have radio sets. Only about half of the families in the $1,200-$2,500 bracket have telephones, yet most of them have radio sets. Only in the upper bracket do we find telephones and radios both in universal use. Program ratings based on telephone surveys, therefore, are fully dependable only for the advertiser whose message is directed to the higher income groups. For the advertiser who seeks to reach the masses, a low rating in telephone homes may not indicate a failure to reach the desired audience.

Many advertisers desire to know, not only how many people hear a single program, but how large a proportion of all radio homes is reached over a period of time. Consider, for instance, a program which is received on the average

(*Continued on page 58*)

Kendall, Lafount Mentioned for FCC To Replace Payne

FRIENDS of Judge John C. Kendall, attorney of Portland, Ore., who has appeared frequently in radio cases, are urging his appointment to the FCC as a successor to George H. Payne, of New York, member of the Telegraph Division, whose two-year term expires next July 1. Western Senators have had Judge Kendall's name placed before them and it is understood that he will have strong support for the Republican minority vacancy. If appointed, Judge Kendall probably would merely replace Payne on the telegraph division since it is regarded as unlikely that there will be any changes in the Broadcast Division.

At the same time it was learned by BROADCASTING that there is strong support also for the appointment of Harold A. Lafount, of Utah, former Republican member of the Federal Radio Commission, who has been residing in Washington since he failed to get an appointment to the FCC when it was formed in the summer of 1934.

A Westerner Wanted

THE FACT that Senator Wheeler (D.-Mont.), chairman of the Senate Interstate Commerce Committee, which has charge of radio regulation, has expressed dissatisfaction with the failure of the Roosevelt administration to select a far Westerner to the FCC, and the fact that Mr. Payne has been the center of dispute within FCC ranks, at odds particularly with Chairman Prall, who holds a seven-year term, lends force to the belief that Mr. Payne will not be reappointed and that a Western Republican acceptable to the New Deal and to Western Senators will be named.

Mr. Prall and Mr. Payne both hail from New York State, and the far Western states were left unrepresented when President Roosevelt appointed the new seven-man Commission to succeed the Radio Commission. It was learned upon reliable authority that President Roosevelt has indicated the appointment can be recommended by Senator Wheeler and that Senator Wheeler has indicated he has no candidate from Montana but is inclined to go along with the recommendations of his Democrats colleagues from Washington, Senators Bone and Schwellenbach. Senators McNary and Steiwer, Republicans, of Oregon, are known to be favorable to Judge Kendall if he is willing to be named.

Judge Kendall, 50, a native of Bemidji, Minn, and a 1909 graduate of the University of Minnesota, first became interested in radio about five years ago when he represented the Portland Better Business Bureau in its drive against Robert Gordon Duncan, known as the "Oregon Wildcat," who operated a small local station later ordered off the air. Since then he has represented various Northwest stations before the Commissions, including KGW and KEX of the *Portland Oregonian* and KVI, Tacoma. He has also been a member of the American Bar Association's radio committee. He was a circuit judge in Coos Bay, Ore. for seven years until 1928 when he went into private practice in Portland.

Many of Mr. Lafount's friends, including several Senators, are known to be fostering his appointment to the FCC because of his long service on the predecessor Commission. Mr. Lafount became a Radio Commission member only a few months after it was created in 1927, succeeding the late Col. John Dillon. His name was on the original Roosevelt slate for the FCC in 1934 but was dropped at the eleventh hour to make way for another Republican appointment.

Hearst Acquires Two Southwest Outlets; Roosevelt Seeks Others

KTSA and KNOW Sold to Publisher for $225,000; President's Son Options WACO, KTAT and KOMA

Mr. Roosevelt

SALE of KTSA, San Antonio, and KNOW, Austin, Tex., both units of the Southwest Broadcasting System, to Hearst Radio, subsidiary of the William Randolph Hearst newspapers, for $225,000, was reported to have been consummated Feb. 26.

Neither Southwest Broadcasting System nor Hearst Radio made any formal announcement at the time. It is understood the arrangement was made subject to FCC approval.

Simultaneously it was learned that Elliott Roosevelt, son of the president, who has served as vice president and sales promotion manager of Southwest since last September, has acquired options in his own right covering the proposed purchase of the remaining three Southwest stations—WACO, Waco, Tex.; KTAT, Fort Worth, and KOMA, Oklahoma City. So far as could be learned the options are for an undetermined period, and the amount was undisclosed.

In another quarter it was reported that young Roosevelt had made the purchase arrangement for all five stations, but with KTSA and KNOW "earmarked" for Hearst. There was mention in this connection of a $50,000 option payment by Mr. Roosevelt. The latter was to be in New York during early March in connection with the negotiations, and it was hinted that Arde Bulova, watch manufacturer - broadcaster, was financially involved.

The negotiations were conducted with A. P. Barrett, of Fort Worth, principal owner of Southwest, and Lee Armer, Southwest president.

Employes Given Notice

SOUTHWEST, it was reported, had given notice to employes that ownership would change hands March 1. The inference was that all employes on the San Antonio and Austin stations, as of that date, will be under personnel management of Hearst. In San Antonio, the Hearst newspaper is *The Light*. There is no Hearst newspaper in Austin.

In the Feb. 15 issue of BROADCASTING it was reported that negotiations were understood to be in progress for the sale of the five Southwest - owned stations. The price was stated to be in the neighborhood of $750,000. Mr. Armer, however, stated that reports of consummation of any sale at that time were unfounded.

Stations now owned by Hearst are WCAE, Pittsburgh; WBAL, Baltimore; WINS, New York; KYA, San Francisco; WISN, Milwaukee and KEHE, Los Angeles. In addition there is now involved in litigation a purchase arrangement under which Hearst seeks to acquire WMAL, Washington, now operated under lease by NBC.

The Southwest system of seven stations constitutes the Southwest arm of CBS. In addition to the five-owned stations involved in the Hearst sale and the Roosevelt option, other stations are KRLD, Dallas, and KTRH, Houston, both Southwest outlets but under other ownership.

KTSA operates on the 550 kc. channel with 5,000 watts day and 1,000 watts night. It is now managed by L. L. (Jake) Jacquier. KNOW is a 100 - watter on 1500 kc., managed by James W. Hagood.

The stations on which Mr. Roosevelt has acquired options and their assignments are: WACO, 1420 kc., 100 watts, managed by J. W. Pate; KTAT, 1240 kc., 1,000 watts, managed by Sam H. Bennett, and KOMA, 1480 kc., 5,000 watts, managed by Neal Barrett.

Mr. Roosevelt became Southwest vice president last September when he resigned his post as an executive of the Aeronautical Chamber of Commerce. He is in his 28th year, and has resided in Fort Worth for about a year. His wife is the daughter of a prominent Texas oil operator.

San Felice Is Buying

DEISEL - WEMMER - GILBERT Co., Detroit (San Felice cigars) has completed the purchase of six and seven running news and sports broadcasts weekly on various Midwest stations, and is now working on placements on other stations in Nebraska, Illinois, Kansas, Michigan, Pennsylvania and New York. Stations already contracted are WADC, Akron; WHBC, Canton. KFRC, Cincinnati; WHK, Cleveland; WBNS, Columbus; WHIO, Dayton; WSPD, Toledo; WKBN, Youngstown; WOWO, Fort Wayne; WFBM, Indianapolis; WOC, Davenport; WHO and KRNT, Des Moines; WMT, Cedar Rapids; KSCJ, Sioux City; WOW, Omaha. San Felice also has a joint deal with United Cigar Stores and its agency, Young & Rubicam, for spots in that sponsor's MBS program. The San Felice account is being handled by S. M. Epstein Co., Detroit agency.

APPLICATIONS of publishers of the *Bismarck* (N. D.) *Tribune* and the *Grand Forks* (N. D.) *Herald* for new stations on those communities have been dismissed by the FCC at the request of applicants.

Corn Belt Network Uses Rebroadcasts

Eight Stations Join Group to Pick Up Programs From WHO

Mr. Maland

A UNIQUE new network, keyed from the 50,000-watt WHO at Des Moines and feeding commercial as well as sustaining programs to its member stations, gets under way March 9, linking eight Middle Western stations without the medium of telephone lines. It will be called the Corn Belt Wireless Network, and will comprise, in addition to WHO, whose programs will be picked up, the following stations: WOC, Davenport; KOIL, Omaha; KFAB, Lincoln; KMBC, Kansas City; KMA, Shenandoah, Ia.; WNAX, Yankton, S. D.; KFJB, Marshalltown, Ia.

The network, according to an announcement by J. O. Maland, vice president of Central Broadcasting Co. and manager of WHO, is an outgrowth of successful pick-ups and rebroadcasts of WHO's signals by various stations with which WHO has been cooperating. The setup starts with four of the stations fed a daily morning commercial which has been on WHO for the last five months. The sponsor is seeking to widen his daytime coverage using talent successful on WHO. Other sponsors are reported to be considering the full string of stations.

Aids Smaller Stations

THE "wireless web" is regarded by its promoters as a new development in commercial radio. The programs are to be picked up with special receivers in the participating stations and rebroadcast, all programs to originate in WHO studios.

Authority for the network operations without connecting telephone lines comes under FCC ruling number 177, which says: "Licensee of any broadcasting station may, without authority of the commission, rebroadcast a program of another broadcasting station, upon authority of the licensee of the station that originates the program."

Success of the venture, it is believed by its originator, Mr. Maland, will lead to a new field of commercials for smaller stations not now affiliated with major stations. It will make available for them talent which they could not obtain for their own studios.

Chrysler CBS Series

CHRYSLER Corp., New York (Chrysler autos) returns to the air March 12 on 49 CBS stations, Thursdays, 8-8:30 p. m., with Mark Warnow and Chrysler Imperial Orchestra, Alexander Gray, baritone, mixed choir of 14 and Charles Hanson Towne. Title of the program, booked for 52 weeks, is *Chrysler Air Show—Performance by Chrysler*. The mixed choir will be broken into the Chrysler Six (male) and the Chrysler Eight (female). Direction and production will be in charge of the CBS production department. Lee Anderson Inc., Detroit, is the agency.

Copyright Threatens to Split Industry

Baldwin Is Center of Opposition in Network Circles; Independent Radio Music Plan in Formative Stage

COMPLICATIONS over music copyrights have created a schism within the broadcasting industry that threatens the NAB, with the showdown to come at the next trade association convention tentatively scheduled for July in Chicago.

With no generally acceptable solution of the copyright issue yet in sight, developments since the crisis that arose with the new year have tended to aggravate rather than quiet feeling among factions within the industry. The major networks, NBC and CBS, have seriously considered withdrawal from the NAB but evidently have decided to await the convention and battle it out on the floor.

There is no longer any quibbling over terms. The networks seem to be outspoken in the view that James W. Baldwin, NAB managing director, has not acted in the best interests of the industry. They lay at his doorstep blame for the present condition that threatens destruction of a unified industry.

Mr. Baldwin, on the other hand, has openly charged the networks with "selling out" the independent stations in copyright royalties, and charges them also with operating hand-in-hand with ASCAP. His feeling, clearly expressed in the 21,000 word memorandum on copyright submitted to the last NAB board meeting on Feb. 3, was that the interests of the networks and of independent stations are incompatible. Apparently, he would weep no tears over network withdrawal from the NAB.

Attitude of Networks

THE NETWORK viewpoint is that unity in the industry should not be sacrificed because of a single issue such as copyright or because of the actions of the directing head of the trade association. They are planning to go into the convention, it is asserted, with the hope of keeping the industry unified, but with the avowed purpose of securing the removal of Mr. Baldwin as its head. Should the membership majority support Baldwin, then there is no question, at this time in any event, of the intention of both networks to withdraw from the NAB, judging from the outspoken assertions of their officials.

The network view is that they pay into the NAB a substantial sum of money, and have repeatedly paid "extra assessments", only to have the organization combat it on copyright. Greatest resentment on the part of the networks grew out of certain of Mr. Baldwin's recommendations to the last board meeting which were not adopted but which were publicized just the same.

The networks objected mainly to the recommendation which, if adopted, would have implicated them in the government suit against ASCAP, according to network spokesmen. They also resented insinuations that the networks aided ASCAP in "forcing" the five-year extensions of ASCAP contracts in January under which they paid old rates for that catalog minus Warner Bros. music, which totaled between 25 and 40% of the ASCAP repertory.

Meanwhile, there was under consideration by a group of prominent individual station operators a plan for independent dealing with the copyright problem. Details as BROADCASTING went to press were not divulged and apparently the project had not crystallized. In this, however, was seen a possible movement, already said to be under way, for another industry trade association, with copyright negotiations as its primary purpose.

Other developments during the last fortnight on the copyright front were not particularly sensational. The high spot was the opening of hearings before the House Patents Committee on the Duffy Bill and on two other measures introduced in obvious efforts to scuttle the former measures, favored by copyright users generally. First on the stand Feb. 25, 26 and 27 were ASCAP representatives, headed by President Gene Buck, who led the usual procession of flag-waving and protection of the down-trodden composer and author (see story of hearings on this page).

Mr. Baldwin, meanwhile, was whipping into shape his plan for an independent corporation to control music for radio, broadly along the line of the Radio Program Foundation of several years ago, which failed hopelessly in its mission. He told the board on Feb. 3 that this foundation failed because of inadequate financing, apathy by the NAB, and insufficient experienced personnel.

The board authorized him to draft his plan and present it to another board session. Mr. Baldwin estimated it would take him a month to finish the work, but because of the current hearings on the Duffy Bill it is more than likely that the board session will be deferred probably until April.

Warner Contracts

THE three-month temporary contracts signed by upwards of 25 stations with Warner Bros. houses expire on March 31. According to Mr. Baldwin the matter of extension or of working out of a new basis has not yet been considered along any definite lines. The contracts themselves, under which full-time stations pay as royalties to Warner the equivalent of four times their highest quarter-hour rate monthly for the three-month period, specify that negotiations for a "per-piece" method of payment be worked out as soon as possible.

Whether all of the stations intend to renew or extend or alter Warner contracts on March 31, at this time is highly problematical. The networks contend that they are getting along nicely without the Warner music. They haven't lost any accounts because of the unavailability of Warner music, and they say they are not disturbed over the $3,000,000 in infringement suits, more or less, that the Warner houses have filed.

Warner big-wigs, it is reported, are chafing over the loss of popularity of their music because of its non-performance over the networks and over many stations. Moreover, the Songwriters Protective Association, of which Sigmund Romberg is president, has broken into open conflict with Warners on the question of collection of license fees for radio, claiming that Warners does not have that right. Practically all of the Warner songwriters, it is reported, are author members of ASCAP, which pays them royalties.

In connection with the infringe-

(*Continued on page 53*)

Tin Pan Alley's Lobby Scores in Duffy Bill Show . . .

HOPE for enactment of remedial copyright legislation at this session of Congress in the form of the Duffy Bill, which would take away from ASCAP its gun and horse, has all but vanished. This was apparent with the opening of hearings before the House Patents Committee Feb. 25—hearings which have been spread over a four-week period until March 19 and which have been complicated by the introduction of two ASCAP-inspired bills designed to befuddle the real issue and block enactment of the Duffy bill.

As was expected, ASCAP immediately upon the opening of the hearings, paraded its usual imposing troupe of top-flight Tin-Pan-Alleyites before the committee, which acquired the commodious caucus room of the House Office Building for the hearing. Advance publicity had gone out that the Berlins, Gershwins, Vallees and other celebrities would be on hand, thus insuring a capacity house.

Gene Buck, ASCAP president, indulged in flag-waving at its best. He was aided by several members of the committee, with whom "conferences" obviously had been held in advance. He talked about how the "powerful" broadcasters and hotel people and others had "lobbied" Congress and were trying to break that great humanitarian organization—ASCAP. He said the Duffy bill was written for that purpose.

Buck's testimony, which consumed the entire session, Feb. 25, and the testimony of his troupe of tunesmith celebrities, in the aggregate means nothing. The whole show, from ASCAP's standpoint, is that of blocking the Duffy bill and of preventing elimination of the $250 innocent infringement provision from the present law, and of leaving amount of damages to the courts. That infringement provision is the club ASCAP has wielded so skillfully in forcing every type of music user into paying tribute.

The fact that the Duffy bill passed the Senate last session and has administration support through the State Department, meant nothing to ASCAP. The administration wants the measure because it would allow American entry into the international copyright union at Berne and because it would correct what the State Department has construed to be obvious defects in the present law and place necessary restrictions on the operations of such pools as ASCAP, with its stranglehold on music.

The hearings were called by Chairman Sirovich (D.-N. Y.), whose home district includes Tin Pan Alley, only after the Duffy bill was practically blasted out of a pigeonhole earlier in the month by drastic legislative action. Rep. Zioncheck (D.-Seattle) introduced a petition in the House to have the committee discharged from consideration of the bill. Nevertheless, the hearings were called.

As announced, the hearing schedule provided for sessions on Tuesdays, Wednesdays and Thursdays for four weeks. The dates were Feb. 25, 26 and 27 and March 3, 4, 5, 10, 11, 12, 17, 18 and 19. ASCAP's day was first, then the Authors League, dramatists and other writers, and finally the hotels, radio and movie interests.

When the hearings opened Dr. Sirovich, who has been openly hos-

(*Continued on page 62*)

GOOD PALS—It was an exceedingly friendly House Patents Committee that greeted ASCAP's Tin Pan Alley parade before it during the hearings starting Feb. 25 on the Duffy copyright bill. This picture shows, seated left to right, Rep. Sirovich, Irving Berlin and Rep. Lanham; standing, Rep. Perkins, George Gershwin and Rudy Vallee.

Neff, Rogow Form Own Rep Business

Resign From WOR to Start in New York; Plan to Expand

WALTER J. NEFF, sales manager of WOR, and William Rogow, ace salesman of that station, have resigned effective March 15 to form Neff-Rogow Inc., station representative and consultant bureau with headquarters in New York City. Mr. Neff's successor has not yet been decided upon, according to Theodore C. Streibert, assistant to President McCosker of the Bamberger Broadcasting Service Inc.

Mr. Neff and Mr. Rogow will

Mr. Neff

Mr. Rogow

establish headquarters in the RCA Bldg., New York, and will represent selected stations in the New York area, with plans also under way for branch offices in other cities. Both are among the best known radio salesmen in the field, Mr. Neff having been in radio for the last 12 years and Mr. Rogow having led the WOR sales force for the last six years. Together, according to an official announcement, they were instrumental in raising the sales income of WOR from less than $300,000 in 1928 to approximately $2,000,000 for the fiscal year ended Feb. 1, 1936.

Advisory Service

NEFF-ROGOW Inc., their statement said, will attempt to bring to their station clients a constructive sales service as well as advisory counsel on matters pertaining to station operation and organization. They will continue to develop "station-tested" programs, an innovation which they created at WOR in 1932 and which in recent years has gained wide acceptance with agencies and advertisers.

Mr. Neff is one of the best known figures on the commercial side of radio. A native of Detroit, he started in radio in 1922 as a singer with the pioneer WWJ, Detroit. In 1924 he joined WAHG (now WABC) in New York as broadcast director and in 1926, with the late Tex Rickard, he started WMSG as the official mouthpiece of Madison Square Garden. Before joining WOR in 1928 as an announcer, he was program director of WPCH and WMCA. He has been head of the sales department of WOR since 1934. An active clubman, he is chairman of the house committee of the Advertising Club of New York and a member of various other clubs and fraternities.

Mr. Rogow joined the WOR sales staff in 1929, coming from the sales managership of Martinson Coffee Co., with which he made his first contact with radio while sponsoring a participation in the *McCann Pure Food Hour*. He is a native of Brooklyn and a veteran of service with the Marines during the war. Within a year after joining WOR he started to lead its staff in sales results and has maintained first place every year since then, climaxing his record with sales exceeding the total of all the other six men in the WOR sales department for the six-month period ended Feb. 1, 1936.

Talk of Federal Station For Latin Contact Revived

REVIVAL of talk about establishment of a government-owned and operated shortwave broadcasting station in Washington, whose programs would be destined primarily to Latin American countries, has been noted since President Roosevelt's plan for calling a Pan American Conference was made known. Such a station was first broached at the Montivedeo conference of the nations of the American continents several years ago, and though the suggestion met Secretary Hull's approval nothing was ever done about it.

The renewed talk centers around the idea that WPA funds might be used to build the station and that the frequencies can be made available by executive order of the President. FCC circles disclaim knowledge of the project and it is regarded as unlikely that the government would undertake it as part of the recent PWA-CCC "radio workshop" plan for which the U. S. Office of Education obtained a $75,000 grant.

WOS, STATE OWNED, WILL GO OFF AIR

ANOTHER non-commercial broadcasting station voluntarily relinquishes its place in the broadcast band shortly when WOS, Jefferson City, Mo., state-owned station operated by the Missouri State Highway Patrol, goes off the air in favor of a police shortwave station for which the same licensee has secured a construction permit from the FCC. WOS now operates with 500 watts on 630 kc., sharing half-time with KFRU, Columbia, Mo., while WGBF, Evansville, Ind., utilizes the other half.

Under an FCC decision Feb. 21, KFRU will assume the time relinquished by WOS as soon as that station gives up the 630 kc. frequency and goes on the 1674 kc. police wave. KFRU will thus share time equally with WGBF, the two stations continuing to operate simultaneously daytime to give them full daylight hours. KFRU was recently sold by Nelson R. Darragh to Luther L. Hill, former Des Moines stockbroker and brother of Congressman Lister Hill (D.-Ala.).

In the meantime the FCC has set for hearing the application of R. C. Goshorn and Lester E. Cox, the latter operator of KGBX and KWTO, Springfield, Mo., for a new 500-watt daytime station on 920 kc. in Jefferson City. Another applicant for a new Jefferson City station is Pemberton Gordon, seeking 1310 kc. with 100 watts daytime.

Poultry Remedy Spots

WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy) is using one-minute WBS announcements on KDKA, Pittsburgh, WLS, Chicago, and WBT, Charlotte. Weston-Barnett Inc., Waterloo, places the account.

Announcers Demerits

TO PROMOTE a more cooperative spirit in the program department, WHIO, Dayton, has installed a system of demerits among its nine announcers, with a weekly cash prize as the goal. Missed station breaks, late for assignment, word fumbles, lazy reading on commercial announcements, or missed announcement debits the offending announcer with specified demerits. These are tallied at the end of the week, with the one having least number receiving $5. Program director, chief announcer, and commercial manager are the board of judges in case of disagreement.

Form Schenectady Agency

WINSLOW LEIGHTON and George R. Nelson, two executives of WGY, Schenectady, announce the formation of an advertising agency with headquarters in Schenectady. The company will be known as Leighton & Nelson and will conduct a general advertising business. Leighton has resigned as national sales representative of the NBC organization in charge of the New York State territory. Nelson resigned as commercial manager of WGY. Offices of the newly formed advertising agency will be located at 245 State St., Schenectady. Among the initial personnel of the new agency is Rosemary Cramb, who resigned as secretary of the WGY commercial department in charge of sales traffic. Walter Duncan has been transferred from the NBC sales staff in New York to succeed Leighton.

WNBR, Memphis, Bought By the Commercial Appeal

PURCHASE of WNBR, Memphis, by the *Memphis Commercial Appeal*, subject to FCC approval, was disclosed Feb. 27 in an application for voluntary assignment filed with the FCC. The purchase price of the station, which operates with 500 watts night and 1,000 days on 1430 kc., is understood to be $50,000. The station is now owned by Mallory Chamberlin, its manager; Francis S. Chamberlin, Ceylon B. Fraser and Charles W. Brunner.

The *Memphis Commercial Appeal* also owns WMC, an NBC outlet operating with 1,000 watts nights and 5,000 watts days on 780 kc., and several months ago filed an application for a new regional station in Mobile, Ala. If the FCC approves the WNBR transfer, it is understood plans include the possible addition of the station as a second NBC outlet in Memphis in view of NBC's recent expansions in Southern territory.

Ford Discs in Indiana

FORD MOTOR Co., Indianapolis (used cars) is using five-minute discs for 13 weeks on five Indiana stations. The transcriptions feature *Carson Robinson and His Buckaroos*. N. W. Ayer & Son Inc., New York, placed the account.

Sports Broadcasts Clarified in Ruling

A CASE which may lead to settlement of the periodic disputes over rights to broadcast football, baseball and other events without permission of the home clubs, was decided Feb. 21 by the Supreme Court of New York in the action of the New York Giants Base Ball Club against Teleflash Inc.

In dismissing the bill the court held the baseball club had no legal right which Teleflash, a wired-radio sports service in New York and other cities, had invaded. No property rights or unfair competition were involved, the court held.

National Exhibition Co., owning the Giants, had sought to enjoin Teleflash from broadcasting play-by-play reports of ball games taking place on the Giants home grounds. Teleflash had obtained the information from outside the ball park by locating a man and apparatus on adjoining property overlooking the fence surrounding the park.

Outside Observation

THE OPINION does not specifically cover unauthorized coverage of sports events within the ball park, but pertained only to such cases when the reports are broadcast by observations outside the confines of the stadium. The court specifically said that the opinion did not cover "rebroadcasts", but on this score the question is raised whether a station can pick up a play-by-play report of another non-competitor's station in a different city and broadcast it without authority.

The court's conclusions follow:

It is our opinion that the bill of complaint states no cause of action because the plaintiff has no legal right that the defendant has invaded. It has been pointed out: (1) that an exhibition of two contesting ball teams is news; (2) there is no property right in news; (3) this is not special information compiled at great expense or effort or by the special skill or ingenuity of the plaintiff, and (4) the defendant is not unfairly competing with the plaintiff because the essential element of unfair competition, i.e., competition, is lacking. The gist of the matter seems to be that, incidentally to the plaintiff's main business of exhibiting ball games, there has arisen value in the dissemination of news reports of the exhibition. It has value because the plaintiff has made the exhibition exclusive by placing four walls around the ball park and charging admission for any one to see it. Its value lies solely in the fact that it is exclusive. The mere fact that the plaintiff has something of value which the defendant might be lessening in the conduct of his own business, does not mean that any legal right of the plaintiff's has been invaded for which courts will give redress. • • • If the plaintiff wants to maintain this thing of value he can do so by making it more exclusive.

Based upon our belief that no property right exists in news when taken from its source, we believe a motion to dismiss the bill of complaint should be sustained. There are no reported cases which are analogous to the facts of this case, and it is entirely possible that the court would look for a way to sustain the bill on some theory that this is an unfair method of obtaining the news, regardless of the question of property. It must also be borne in mind that in this opinion we are passing only upon the facts of this case and that we are not passing upon a situation which would arise by obtaining the news from a competitor in a manner such as rebroadcasting.

For Retailers — A Gift on a Silver Platter

By EDWARD J. SAMUEL
Commercial Manager, WMAS, Springfield, Mass.

With Air Full of Network Programs That Sell and Sell, Stores Fail to Utilize These Donations From Advertisers

DOES THE retailer take advantage of the money spent by national advertisers for network programs? No, says the writer, and he bases his answer on experience. He is well qualified to discuss merchandising, for he produced the NBC network shows in 1934 for Pure Oil Co. and for Fisk Rubber. He once was sales promotion manager of Goodyear, British sales and advertising manager of the same company in London, and merchandising and advertising manager for Fisk in Chicopee Falls, Mass.

MR. SAMUEL

IN DISCUSSING merchandising and its relationship to radio, this vital basic question comes to mind: "Does the retailer of merchandise realize the sales value of network programs, and does the retailer take advantage of money spent by the national advertiser for network radio programs?"

The answer is not a difficult one when the entire country is taken into consideration. The majority of retailers do not take commercial advantage of network programs. One might find a retailer here and there who is alive to the situation, but a canvass in all lines of business throughout the country will prove my contention.

It was quite evident at a meeting I recently talked to in Springfield, Mass., with 250 retail grocers present. They represented a cross-section of the retailers in a city with a trading area of little less than 500,000 population. After an explanation of network programs and suggestions of definite merchandising tie-ups, it was apparent that not one man of the 250 had thought much farther than in the terms of a "good, bad, or indifferent" program. In other words, insofar as network radio programs were concerned, each was just an ordinary run-of-the-mill listener, sitting back in his easy chair after a good, hard day's work and accepting radio purely as entertainment, and not looking at it from the standpoint of something that had tangible commercial value in it for him.

On a Silver Platter

NOT ONE had allowed himself to think in terms of merchandising. It was definitely apparent that no connection had been made between the every-day task of selling merchandise to the consuming public and the advertising value of a network program coming over a local station.

Network programs, costing the advertiser plenty of money and advertising products handled by these self-same grocers, are continually being heard locally; yet the retailer who should recognize a situation of this nature does not at the moment see the good there is in it for him. Only a little effort is needed to connect himself with something that is offered to him on a silver platter. The advertising value is certainly not taken the fullest advantage of, and commercialism, as far as retailer cooperation is concerned, is just treated as so much entertainment. When asked point-blank if they had ever thought of connecting the goods on their shelves with network advertising, all grocers present shook their heads and said "No."

The thought can be applied equally to the retailer in any line of business — drugs, soap, coffee perfumes, foods, food beverages, automobiles, automobile tires, batteries, refrigerators, etc. etc.

It is interesting to note an article in BROADCASTING of Dec. 1, 1935 entitled "How Leading Industries Use Network," which states that $39,600,000 was spent by national advertisers for network programs. Such an expenditure calls for serious consideration of intensive work in the field to bring about the best result.

No matter how entertaining a program may be, and regardless of the merchandising features incorporated in the program itself at the originating point, the cycle is not complete without the cooperation of the retailer. Better still, make it a triangular affair—the manufacturer, retailer, and local radio station.—Even the successful *Jello* program with Jack Benny, together with its unusual commercial plugs, is not complete without an effort on the part of the retailer in pushing and taking an interest in the product.

Merchandising has crept into radio extensively in the last six months. Prior to that—and to the mind of a newcomer to the industry—a radio program did not seem to go much farther than to go on the air. Measuring the success of the program by its entertainment value alone, though very important, is incomplete when it comes to real, honest-to-goodness selling.

Radio has established itself in the advertising field. It has become a necessary part of the advertising plan of any company anxious to do a good job, and by degrees it is injecting itself into actual merchandising.

When I speak of "merchandising" I mean that the influence of radio is actually impregnating the distributing field of merchandise, and the appeal for box-tops and the like, while not really old-fashioned, is destined in a year or two to be at least augmented by more intensive work in the field and at the point of sale.

The Contact Point

IF THE retailer is important to the future success of radio advertising, whose function is it to carry on this process of education among these retailers?

This is not a debatable point. It is clearly defined.

The job of a manufacturer's local sales representative is divided into two parts:

(a) The loading of the retailer's shelf

(b) The unloading of the retailer's shelf

Radio network programs play a part in both. The influence and bearing of a good network program coming over a local station certainly helps the local sales representative to sell the dealer and *load* his shelf with that particular manufacturer's merchandise, but this perhaps, is the least important of the two tasks.

The unloading process is the more important. The more goods bought by the consumer from the shelf of the retailer, the better opportunity there is for the salesman on his weekly, monthly, or periodical visits, to get repeat orders. Is it not logical, therefore, to assume that the manufacturer's local sales representative is the contact point in carrying on this important task of bringing the retailer into the picture where a network radio program is involved?

Let us take the Campbell's tomato juice *Burns & Allen* program, for instance. This popular CBS program, on the air every Wednesday evening, is one of the outstanding radio programs of the current season and has a large listening audience.

Let us reduce this program to the local situation in Springfield, Mass. What happens?

We requested the manufacturer, through the agency, to have Mr.

(*Continued on page 64*)

MERCHANDISING DISPLAY—Here is what WMAS, Springfield, Mass., did with the Campbell Soup Co. network program to promote point-of-sale interest in products made by this big food concern.

It's Smooth Selling for Carborundum

Abrasive Maker Reaches Both Consumer and Industrial Markets by Consistent Use of Radio and Trade Media

By HOWARD J. LONDON

Mr. Bowman

SOME ten years ago The Carborundum Company, although not having a particular rough time of it in the abrasive field, decided this new-fangled radio business might polish off an occasional upside-down peak in the sales chart. So with the aid of a home-town band that now is famous and a few Indian legends, blended with considerable precision and good-will, the company went after the mass market through the air. Ask any average consumer about abrasives, and the answer probably will be "Carborundum". Ask The Carborundum Company about radio and the answer will be:

THERE'S an old axiom that any day during the summer on the streets of Niagara Falls may be found an automobile from every state. The axiom can be revised to read: Within every home and office in the United States are many products whose fine finish and craftsmanship are directly traceable to the Niagara Falls plant of The Carborundum Company, pioneers in the manufacture of abrasives since 1891.

"Carborundum" is used by every manufacturer in the country in addition to restaurants, hotels, barber shops, homes, shoe repair shops, by garage owners, to name only a few. From the time you arise in the morning until you retire at night there is before your eyes a product on which "Carborundum" was used. Craftsmanship in the automobile industry is said to be dependent upon the use of abrasives, this product alone making possible the utmost precision in cranks, camshafts, axles, ball-bearings, gears, and all other accurate grinding work that goes into the moving parts of an automobile.

And Then Came Radio

THE sponsor began to use radio ten years ago in Buffalo, alternating between WGR and a station no longer on the air, and then expanded to a three-station hook-up comprising WGR, WHAM, and WGY.

The latter chain was called the Western New York network. Results assured the sponsor that radio was the medium to be utilized as one of his major advertising efforts and from that day radio has been the top medium.

In 1928 The Carborundum Company signed with the newly-organized CBS for an eight-station network concentrating on the large Eastern industrial centers. Each successive year saw a steady and constant increase in the number of stations until in 1934 the Carborundum program was broadcast on a national hookup over 29 stations on Saturdays, 7:30-8 p. m. Note that the sponsor prefers and has for several years used the Saturday night spot, even after the rumor began to go the rounds of the advertising fraternity that radio was not a good medium on pay day because all the radio listeners were out to the movies, etc.

How that notion originated no one can ascertain, but that the experiences of The Carborundum Company helped to dissipate this idea is most certain. For today the Saturday night time on CBS is sold solid from 7-9:30 p. m., the time being signed for such well-known national advertisers, in addition to The Carborundum Company, as Colgate-Palmolive-Peet, Liggett & Myers Tobacco Co. (Chesterfield cigarettes) and Atlantic Refining Co.

With the inauguration of the recent series The Carborundum Company lengthened its radio season by seven weeks, making a 20-week stretch instead of the usual 13 and used the same talent that comprised the first experiments in radio advertising — the Carborundum Band under the direction of Edward D'Anna.

How the sponsor came to decide on this type of entertainment is interesting. Even before reserving time for the initial program it was decided that whatever talent was used, the program should originate from Niagara Falls, home of the manufacturer. Naturally, if the program was to emanate from the Falls it would be wise to look over the local field for radio talent. The musical organization which Mr. D'Anna has directed for many years was well known in the Cataract City and it was given the assignment.

An Indian Symbol

IN ADDITION to the musical portion of the program, Francis D. Bowman, advertising manager of The Carborundum Company who is also the narrator on the radio program, conceived the idea of relating Indian legends immediately after the opening theme. These legends are not to be had for the asking, and it was not until Mr. Bowman fell heir to some rare books on the subject that he had a reservoir of material. Later he was adopted into the Tuscarora tribe at Tuscarora reservation located a few miles from the Falls, which gave him an additional source of legends. Romeo Greene, a member of the Carborundum Band, was his sponsor and Mr. Bowman now has the name Yoh-Reh-Hoh-Ah-Weh which boils down to mean "He who gives the message to the air."

But why introduce Indian legends on a radio program that is designed to sell abrasives? It seems there is a definite connection between the two. For years The Carborundum Company has had a trade mark known to its thousands of users. That symbol of the company is the head of an Indian chief. Further, Niagara Falls itself was inhabited by members of the Six Nations which derived its name because of a confederacy formed by six Indian tribes living within the borders of New York State.

It was the intention of the sponsor to make the program educational besides promoting interest in products made by The Carborundum Company. After ten years the Indian legends are still an interesting part of the program judging from the comments from listeners. Each year only four legends are repeated; all other legends are new to the ears of the radio audience. Boy Scout and Girl Scout troops throughout the country write for copies of the legends as do thousands of other radio listeners. Members of high school bands frequently ask that special selections be played so they may listen and learn and letters show that they are regular listeners to the broadcasts.

Mr. Bowman explains that the radio expenditure of $100,000 a year does not reflect on any other advertising medium. The radio schedule is a separate and additional appropriation, the company continuing to use 21 industrial trade papers.

In telling why The Carborundum Company uses radio, Mr. Bowman said: "It was a case of using a mass circulation magazine or radio, and we selected radio because it gave us concentration on the markets we wished to reach with the minimum of advertising waste."

While the sponsor derives the majority of his business from the industrial field, he does not slight the retail consumer. Radio provides this coverage, reaching the manufacturer who must use abrasives and the retail consumer who needs many items of a similar nature.

Selling Abrasives

THAT the program is reaching the retail field is conclusive. Last season the sponsor's sales of one of these items showed an increase of 247%, while another product sold through the same outlets had an increase of 200%, for instance the "Carborundum" household knife sharpener and the aloxite safety blade razor or hone.

The sponsor also gave listeners a souvenir "Carborundum" sharpening stone. During the 13-week season The Carborundum Company received requests from 586,000 listeners, and the offer was announced over the air only seven times during the 13 weeks, an average of 84,000 letters for each announcement.

The lack of high-pressure salesmanship is typical of The Carborundum Company. The true roar (not a record) of Niagara Falls is broadcast to the radio audience four times during a broadcast season, yet the sponsor knows that this unique pick-up will increase his fan mail the following week. It has never failed to pull additional mail. This policy even applies to the commercial announcement. Mr. Bowman in his announcements never raises his voice, always liking to feel that he is a guest in the home of every radio listener.

Contrary to popular opinion The Carborundum Company does not enjoy a monopoly on the abrasive market but to the public this notion prevails. The consistent radio advertising is believed to be the basis of this attitude, the name "Carborundum" ringing true in the retail consumer's ear.

Mr. Bowman, besides being the advertising manager of the company and the narrator, is also responsible for the continuity and the planning of each program. He says he just sort of fell into the job. Recently, due to illness, he was taken to the mountains for a vacation and missed his first broadcast in more than ten years on the air, a record of which he has been justly proud.

Continental Baking Plans Tieups for CBS Program

CONTINENTAL BAKING Corp., New York (Wonder bread, Hostess cake) on March 3 starts on CBS a program titled *Renfrew of the Mounted*, aimed at a juvenile audience. For the first few weeks the program will be heard thrice weekly, later four times, and beginning April 13, Mondays to Fridays inclusive, 6:45-7 p. m. with repeat at 7:45 and prebroadcast at 5 p. m. for Detroit. As of April 13 the contract is for 52 weeks.

Child listeners will be invited to visit grocery stores selling Wonder bread and obtain a Renfrew badge and folder. Already a million of these buttons have been distributed. Proof of purchase is not necessary. Teaser advertising has started in 100 newspapers. The 200,000 or more Wonder bread dealers have been given counter cards showing a member of the Royal Mounted and window with the words "Who Is Renfrew?". Every loaf of bread will have an insert promoting the program. Other merchandising tieups are planned. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Chase & Sanborn Tests

STANDARD BRANDS Inc., New York (Chase & Sanborn Tenderleaf Tea), has started a thrice-weekly test program on WKRC, Cincinnati, featuring a series of quarter-hour travel talks by Annie Longworth Wallinford, society matron and sister of the late Speaker Nicholas Longworth. Betty Gardiner, of the New York office of J. Walter Thompson Co., is in Cincinnati supervising scripts and programs.

ANNOUNCING

★ the Corn Belt Wireless ★

—the network without lines

HERE is something *new* in commercial broadcasting — a group of midwest stations that broadcast the advertiser's program simultaneously, during daytime hours — without the use of lines. The broadcasts originate in the studios of WHO, Des Moines. The daytime signal from WHO's 50,000-watt transmitter is picked up by other midwest stations and rebroadcast from their own transmitters. WHO and WOC radio engineers have been experimenting for over a year with this truly "wireless" network, and tests have shown that it works.

Advantages — The advertiser using the Corn Belt Wireless Network has three important advantages:

1. He receives intensive coverage of one of the richest agricultural territories in the country, where buying habits of listeners and sales problems are similar.
2. Since there is only one talent cost, he is able to utilize better programs.
3. To the cost of station time, he does not have to add line charges.

Stations — The Corn Belt Wireless Network is flexible. Any or all of the following stations may be used in connection with WHO: KFAB, Lincoln — KOIL, Omaha — WOC, Davenport — KMBC, Kansas City — KMA, Shenandoah — KFJB, Marshalltown — WNAX, Yankton.

It is significant that WHO is able to deliver, to each of these cities at some distance from Des Moines, a signal sufficiently dependable and strong to assure good results in the rebroadcasting. This fact reemphasizes the importance of the reliable broadcast service which WHO gives to such an extensive area in the midwest.

The map above shows the location of the radio stations that form the Corn Belt Wireless Network.

How are your sales in this area? Would a broadcast including all or part of the Corn Belt Wireless Network stations be an important factor in helping you get additional business? Write, wire or phone for facts on cost and available time.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA

J. O. MALAND, Manager — **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Washing Machines Promoted by Discs

Association Again on Air After Successful Drive in 1935

AMERICAN WASHING MACHINE MFRS. ASSN., Chicago, is sponsoring a series of 26 five-minute household hints programs, broadcast Tuesday and Friday mornings for 13 weeks beginning Feb. 18, over 24 stations across the country. The programs are talks by "Helpful Harry", transcribed by World Broadcasting System and placed through Meldrum & Fewsmith Inc., Cleveland.

Announcing the series and giving a schedule of programs, the Association said in a booklet sent 6 dealers:

"The first radio campaign of The American Washing Machine Mfrs. Assn. proved so sensational a success that the engaging personality of 'Helpful Harry' will go on the air again starting Feb. 18. On Tuesday and Friday mornings —for 13 weeks—right through the heart of your selling season—five-minute transcriptions will be broadcast over 24 powerful stations—stations that have a tremendous feminine listening audience over the length and breadth of the United States.

"'Helpful Harry' is considerably more than just an entertainer. He is a masterful salesman who sells both washers and ironers in a big way. He talks about the economies in time, effort, money and clothes that women find in these two marvelous machines. And he talks so convincingly that womenfolk just naturally are impressed—the way you want them to be.

"Tune in on the station nearest you. See what The American Washing Machine Mfrs. Assn. is doing to stimulate your washer and ironer sales. Tie into the programs —mention them in your own advertising. Use the window stickers we are sending you. Remember, every new listener is a new prospect."

The list of stations follows: WBAL, WBZ, WGR, WLS, WLW, WTAM, WFAA, WOC, KOA, WHO, WWJ, WDAF, KFI, WISN, WCCO, WOR, WCAU, KDKA, KGW, KWK, KDYL, KFRC, WGY, KOL.

New Elgin Watch Series Will Go on Air March 17

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches) will present a new series of musical programs over an NBC-WEAF network beginning March 17, Tuesdays, 10-10:30 p. m., the period Swift and Co. has been utilizing for the Sigmund Romberg program. Beginning March 16, the Swift program will be heard in the time regularly used by Vick Chemical Co., for the Grace Moore program, Mondays, 9:30-10 p. m., spot, the Vick program going off the air for the season after the March 9 broadcast.

The new Elgin program will feature Eddie Dowling, Ray Dooley (Mrs. Dowling) and Benny Goodman's orchestra with Helen Ward, vocalist. The program will be entitled *Elgin's Revue*, originating in Chicago. J. Walter Thompson Co., Chicago, handles the Elgin and Swift accounts.

SAFE RADIO FOR KIDDIES

Mrs. Hummert Explains How Programs Are Checked by Psychologist Before Going on Air

WHEN Mrs. Anne Ashenhurst Hummert heard stories of children reduced to a state of nervous hysteria by the "blood and thunder" radio melodramas and heard mothers complaining that their small boys were glorifying and imitating the gangster heroes on the air and listened thoughtfully to maternal laments that children were adopting slang phrases used by radio characters, the pretty, dynamic young executive vice president of Blackett-Sample-Hummert Inc., decided that the situation, if true, should be remedied at once. Among the numerous radio shows she supervised for the agency were several children's programs, including *Skippy*.

"It occurred to me that only an expert in child psychology was qualified to judge what was harmful to children," she explains. "So I set out about three years ago to consult psychologists. I talked with at least 20 of them. I found they differed widely in their opinions. It seemed as though no two agreed. Practically no child psychologist at that time had made any detailed study of the influence of children's radio programs on children.

The Discovery

"FINALLY, I discovered the man I was looking for. He was Dr. Arthur T. Jersild, of Columbia University. Unlike the others, who were largely theorizing, he had actually experimented and made tests which definitely showed the children's reactions. I had him pass on the *Skippy* program before we put it on the air."

Mrs. Hummert, who was Mrs. Ashenhurst before her marriage to Frank Hummert last fall, is credited with having been the pioneer in employing psychologists to inspect radio programs for children.

She started the practice about three years ago when a group of mothers in Scarsdale, New York, were protesting against the majority of children's program then on the air. Interviewed in her charmingly decorated Park Avenue office, she declared:

"Of course, they were a fairly small group, but they received lots of publicity. Furthermore, the movement spread and women in other communities took it up. I wanted to find out whether they were wholly right or partially right.

"I learned some interesting and helpful facts from my work with Dr. Jersild. One point was that the hyper-nervous child can't be taken as a measure for all children. The mother herself, knowing her child's temperament must decide as an individual matter what entertainment excites him unduly, and should be excluded.

"The average child wants adventure. This can be given to him without glorifying crime or gangsters. He can have the enjoyment of adventure, while still being given to understand definitely that the law is on the right side. After all, as he grows up, he will have to realize that a certain amount of opposition to the law or right is part of the world he lives in. It is not teaching him life and giving him the best training to fit himself for it, to shield him from that knowledge.

MRS. HUMMERT

"Furthermore, I have always held that dramatic situations for children differ from those which appeal to adults. For instance, to a child the death of his dog is tremendously dramatic and vital. He can find as much drama in that situation as an adult might find in any amount of machine-gun shooting.

"We tried to keep drama and adventure in our programs while excluding the harmful elements. Whenever our child characters were in danger—whenever there was anxiety as to what might happen to them—we always had an adult beside them, to give our youthful listeners a feeling of security, even while they had the thrill of high adventure."

Mrs. Hummert, who has a nine-year-old son, has decided ideas about the use of slang by radio characters—one of the "evil influences" about which the Scarsdale mothers complained. "I am strongly opposed to having the characters talk like hoodlums," she confided. "Every mother knows how imitative children are. Certainly, she doesn't want her child to go around saying things like, 'Okiedoke', and 'Olive oil'. It's a reflection on her own character and ability to bring up her child properly.

"Of course, in our *Skippy* broadcasts, we had to include certain 'skippyisms' that were part and parcel of the personality created by the author of the newspaper strip, Percy Crosby. We did, however, avoid slang as much as possible.

"Whatever the plot of our drama might be, we stressed principles of character-building. The good qualities of honor, honesty, integrity, personal cleanliness and good manners were always emphasized. Children imitate good things as well as bad. Admiring the hero, they also admire the qualities he stands for."

Mrs. Hummert is in active charge of over 40 radio performances each week, including *Manhattan Merry-Go-Round, Hammerstein's Music Hall, Broadway Varieties* and an integral part of the popular Sunday evening feature, *American Album of Familiar Music.*

NBC NET ADDS TWO IN SOUTH CAROLINA

EXPANDING further toward its avowed objective of establishing two nation-wide networks which can be sold as complete units, NBC last month followed up its addition of KLO, Ogden, Utah, by announcing the signing of two South Carolina stations, WFBC, Greenville, and WCSC, Charleston, effective March 1. Both stations will operate as optional units in the NBC Southeastern Group, carrying programs of both the Red and Blue networks.

It is NBC's ultimate plan to have two national basics instead of offering its supplementaries to both the Red and Blue networks, although the present outlook is for the continuance of many stations on a supplementary basis. As of March 1 the NBC's Red, Blue and two Pacific Coast networks and their supplementaries link 96 stations.

WFBC started as a 100-watter in 1933 but recently secured a grant of 5,000 watts day and 1,000 night on 1300 kc. It has installed modern equipment throughout. It is operated by the *Greenville News-Piedmont*, published by Roger C. Peace, with B. H. Peace as station manager. WCSC began in 1930, and is owned by the same interests owning WIS, Columbia, S. C., also an NBC outlet, and operates with 1,000 watts day and 500 watts night on 1360 kc. G. Richard Shafto is in supervisory charge of the two stations, and last week announced the appointment of J. Dudley Saumenig, formerly manager of WNOX, Knoxville, as WCSC manager.

Both WFBC and WCSC will be listed on the NBC rate card at $120 an hour.

Shick on Four Stations

MAGAZINE REPEATING RAZOR Corp., New York (Shick razor) is using spot announcements of various lengths to promote special Shick razor sales in four key cities. The announcements are on a staggered schedule to run until September. Four stations — WXYZ, WJSV, WFBR and WSPD — are broadcasting the announcements with possibility that others will be added. J. M. Mathes Inc., New York, handles the account.

Book Mart Tests Radio

AMERICAN BOOK MART, Chicago, is trying out radio as a means of bringing to light first editions and other valuable old books which have been packed away in cellars and attics for years. This company is sponsoring test campaigns of 13 quarter-hour programs over WFAA, Dallas, WSM, Nashville, and WIBW, Topeka, using local live talent of the hillbilly variety. E. H. Brown Adv. Agency, Chicago, is in charge.

New York State on WGY

STATE OF NEW YORK PUBLICITY BUREAU, Albany (Saratoga Springs and other state parks) will launch a once weekly program on WGY, Schenectady, beginning March 23, Mondays, 7:45-8 p. m., for 13 weeks. Talent had not been decided upon as BROADCASTING went to press. The agency is Batten, Barton, Durstine & Osborn Inc., New York.

QUESTION: Mr. Rogers, is it true that KNX is the only *independent* 50,000 watt cleared channel station in America?

ANSWER: According to Commissioner Irwin Stewart's report to the Federal Communications Commission, it was so stated!

QUESTION: Now, Mr. Rogers, what does this mean to the "spot" broadcaster who wishes to use radio advertising to sell his products to the Far West?

ANSWER: KNX delivers the largest ***single station*** night time audience in Western America! (CBS audiences divided 14 ways —NBC "red" audience divided 7 ways).

QUESTION: You mean that KNX's *TOTAL* audience at a given time is larger than the audience of any ***individual*** chain station?

ANSWER: Exactly, and here's a new hat against a herring I can prove it.

(Reprint)

NEW BUSINESS

AS REPORTED BY **VARIETY** FEB. 5, 1936

LOS ANGELES

Western Auto Supply, 30-minute drama weekly, "Death Drives the Highways," for 13 weeks. Placed through Dan Miner agency. KFI.

Midwest Radio Corp., one participation in Hollywood Barn Dance weekly for two weeks, and spots. Placed through Key Advertising agency. KNX.

Chevrolet, three transcriptions weekly for 12 weeks. Placed through Campbell-Ewald Co. KNX.

Knox Co. (Cystex), two drama transcriptions, "True Confessions" and "Love Tales," weekly for six months. Placed through Allen C. Smith Advertising Agency. KNX.

Fels and Co. (soap), four "Hometown Sketches" weekly for nine months. Placed through Young and Rubicam. KNX.

Mennen Co. (toilet preparations), two drama transcriptions, "Famous Jury Trial," weekly for nine months. KNX.

Rio Grande Oil Co., one 30-minute drama, "Calling All Cars" weekly for one year. Placed through Hixon—O'Donnell, Inc. KNX.

Northrup, King (seeds), three time signals daily for six weeks. Placed through Olmsted-Hewitt, Inc. KNX.

Wilson and George Meyer (fertilizer), for spots weekly for four weeks. Placed through M. E. Harlan Advertising. KNX.

Helm's Bakeries, five participations in Housewives Protective League weekly for one month. Placed through Martin Allen Advertising. KNX.

McRoberts Co. (Gaselec Heaters), five participations weekly in Housewives' Protective League for one month. Placed through Glasser Advertising Agency. KNX.

Mountain View Mausoleum, music program once weekly for one month. Placed through Sam Miles. KNX.

Manhattan Soap, five participations weekly in Housewives' Protective League for one month. Placed through Hollywood Radio Attractions. KNX.

KNX THE VOICE OF HOLLYWOOD

Represented Nationally by JOHN BLAIR & COMPANY

A Survey of Station Programming Policies

By DR. J. M. HERRING
Assistant Professor, Wharton School of Finance and Commerce,
University of Pennsylvania

Rigid Editing, General Exclusion of Material Offensive To Good Taste Shown In Study Covering 210 Stations

Dr. Herring

WHAT standards do broadcasting stations follow with respect to commercial programs? The author, by questionnaire, set out to ascertain them, and he has returns from 210 stations or about 37% of all commercial stations. The results are enlightening. Practically all stations believe commercial announcements should be limited—averaging 10% for night programs and about 15% for day. By and large, they edit programs rigidly and exclude those offending good taste.

STANDARDS for commercial broadcasting programs may be considered from two quite different, though related viewpoints which for convenience may be designated positive and negative. The positive viewpoint is concerned with the improvement of programs primarily by directing attention to the entertainment or educational features of programs, both sponsored and unsponsored; the negative viewpoint, with the elimination of objectionable programs, especially commercial programs.

Some of the aspects of commercial programs which have received most listener criticism are: Length of commercial announcements, false and misleading claims in such announcements, advertising offensive to good taste, the use of radio by fakirs and charlatans, and "blood and thunder" episodes in children's programs. In order to obtain a cross section of station policies on these matters, the writer mailed a questionnaire to all stations in the United States, except to those recently established.

Station Policies

THE questionnaire read:

1—Do you limit the time which may be devoted to commercial announcements in commercial programs? If so, what limits do you prescribe?

2—How do you attempt to present the making of false, misleading or unwarranted claims in commercial announcements?

3—Have you ever consulted the Food & Drugs Administration, the Federal Trade Commission, the National Bureau of Standards, the American Medical Association, the Proprietary Association, or any other public or private agencies concerning the merits of products or advertising claims before accepting advertising accounts? Please indicate the agencies you have consulted and the types of products concerning which information was requested.

4—Do you prohibit the advertising over your station of certain types of products; such as, laxatives, deodorants, depilatories, medical "cure-alls", alcoholic beverages, cosmetics, or others? Please indicate those you prohibit.

5—Are there any types of persons to whom you refuse your facilities; such as, astrologers, fortune tellers, faith healers, medical charlatans, or others? Please indicate those to whom you refuse facilities.

6—Do you prohibit the presentation in children's programs of episodes or scenes involving kidnaping, murder, shooting, racketeering, blackmail, recklessness, or other such features? Please indicate those you prohibit.

In all 594 questionnaires were mailed, from which 245 replies were received. Of these, 210 replies were usable for purposes of compilation, which represents about 37% of all the commercial stations to which questionnaires were mailed. The group includes 28 clear-channel, 105 regional and 77 local stations. Of these 7 clear-channel, 32 regional and 4 local stations, a total of 43, are owned or operated by, or affiliated with, CBS; 12 clear-channel and 25 regional stations, a total of 37, are owned or operated by, or affiliated with NBC; a few are affiliated with other chains and the rest are unaffiliated stations. Since they represent the principal divisions of the industry, and every state, they may be said to be representative of the entire broadcasting industry.

In answering Question 1, 17 (61%) of the clear-channel stations, 77 (73%) of the regional stations, and 53 (69%) of the local stations stated that they not only limit the time which may be devoted to commercial announcements over their stations, but prescribe definite limits in terms of minutes. In addition, 3 clear-channel, 5 regional and 3 local stations limit the number of words permitted. These limits are not uniform, but vary widely on night programs; from 400 to 1,800 words on hour programs, 250 to 900 words on 30-minute programs, and 150 to 450 words on 15-minute programs.

On day programs the limits vary from 500 to 2,700 words on hour programs, 300 to 1,350 words on 30-minute programs, and 200 to 675 words on 15-minute programs. Five clear-channel, 11 regional, and 7 local stations stated that they definitely limit the time which may be devoted to commercial announcements but prescribe no fixed limits, leaving such matters to judgment and good taste. Three clear-channel, 12 regional and 14 local stations, about 14% of all the stations, stated that they do not limit commercial announcements. In most of these cases, the explanation was given that the stations felt that this problem could not be dealt with satisfactorily by prescribing fixed limits, owing to a multitude of variables.

Turning to the summary of time limitations prescribed, probably the best measure of central tendency is the mode, the most frequently occurring time limitation. The modal limitation for night hour programs is 6 minutes (10% of the total program period), with 3 clear-channel, 28 regional, and 14 local stations, a total of 45 stations, prescribing this limit. It is significant to note that the weighted mean for clear-channel stations is 6.6 minutes; for regional stations, 7.9 minutes, and for local stations, 7.7 minutes. If, however, the stations which prescribe limits of more than 10 minutes are excluded, the weighted means become 6.2 minutes for clear-channel stations, 7 minutes for regional stations, and 6.5 minutes for local stations.

Time Limitations

FOR 30-minute night programs, the modal limitation for all stations is 3 minutes (10% of the total program period), with 7 clear-channel, 28 regional and 20 local stations, a total of 55 stations, prescribing this limit, although the weighted means are 3.9 minutes for clear-channel stations, 4.7 minutes for regional stations, and 5.2 for local stations. For 15-minute night programs the modal limitation is 2 minutes (13⅓% of the total program period), with 9 clear-channel, 31 regional and 25 local stations, a total of 65 stations, prescribing this limitation. There is a secondary mode here of almost equal significance, however, 5 clear-channel, 32 regional and 18 local stations, a total of 55 stations, prescribing a limit of 3 minutes, or 20% of the total program period.

The modal limitation for day hour programs is also 6 minutes (10% of the total program period), with 3 clear-channel, 20 regional and 9 local stations, a total of 32 stations, prescribing this limit, but the weighted means are higher than for night hour programs, they being 8.8 minutes for clear-channel stations, 8.9 for regional stations, and 8.4 for local stations. If, however, the stations prescribing limits of more than 10 minutes are again excluded, the weighted means become 7.5 minutes for clear-channel stations, 7.4 minutes for regional stations, and 6.6 minutes for local stations.

For 30-minute day programs the modal limitation is 5 minutes (16⅔% of the total program period), with 5 clear-channel stations, 26 regional stations and 12 local stations, a total of 43 stations, prescribing this limit. In this case the weighted means closely approximate the mode, being 5.1 minutes for both clear-channel and regional stations, and 5 minutes for local stations. For 15-minute day programs the mode is 3 minutes (20% of the total program period), 6 clear-channel, 30 regional and 26 local stations, a total of 62 stations, prescribing this limit. Again, however, there is a secondary mode of almost equal significance, 6 clear-channel, 25 regional and 18 local stations, a total of 49 stations, prescribing a limit of 2 minutes, or 13⅓% of the total program period.

Program Interruptions

IN ADDITION to limitations on the total amount of program time which may be devoted to commercial announcements, some stations limit the number of times any program may be interrupted for commercial announcements. In many cases, however, the limitation is liberal to say the least, one station permitting 9 separate announcements on hour programs, 5 on 30-minute programs and 3 on 15-minute programs. Others permit 8, 6, 5 or 4 announcements on hour programs, 5, 4 or 3 on 30-minute programs, and 3 or 2 on 15-minute programs. Only a few stations stated that they refuse "spot" announcements, yet this type of advertising contributes little, if anything, to the public service performed by the station.

In answering Question 2, more than half of the clear-channel stations indicated that they had a continuity acceptance or similar department, or a continuity editor, or that they had available the continuity editorship of some chain; but this was true of less than one-sixth of the regional stations, and less than one-tenth of the local stations. In the other cases continuities were checked by specially trained members of the staff; or by the legal, sales or merchandise departments; or by station managers, announcers, or even station engineers, along with their other duties. Newspaper-owned stations generally answered that the checking of radio continuities was handled in the same manner, and usually by the same people, as newspaper copy.

Answers to Question 3, which was designed to show to what extent stations seek expert advice concerning products and advertising claims in order to protect their listeners, indicate that most do so. Only 21% of the total number reported that they had not consulted any public or private agency in such matters, the reason given in most cases being that there was no need to because the station did not carry medical accounts, proprie-

(*Continued on page 52*)

THOMAS PATRICK INC.

HOTEL CHASE • SAINT LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

Davis Clause Repeal to Strengthen Stations

By SOL TAISHOFF

Elimination of Zone-Population Quota Allocations Seen Encouraging Locals and Aiding Spread of Networks

IMPROVED broadcasting facilities for many stations, especially in the local classifications, may logically be expected to ensue if the so-called Davis Amendment to the original radio act is repealed at this session of Congress.

At this time it is confidently expected by legislative leaders that the repeal legislation will be adopted. Unanimously reported Feb. 20 by the Senate Interstate Commerce Committee, the bill has its place on the Senate calendar with passage expected upon next consideration of calendar bills, which can occur at any time.

Chairman Wheeler (D.-Mont.) of the Committee and author of the bill said Feb. 24 he expected it to pass without difficulty. There has not been a single word of opposition.

On the House side it was stated on behalf of the Interstate and Foreign Commerce Committee that the bill would be considered and probably expedited immediately upon Senate passage. Likewise, there has been no opposition on that side.

What It Will Mean

FAR-REACHING effects upon broadcasting may develop from repeal of the Amendment, which was incorporated into the original Radio Act in 1928. It called for a rigid allocation of all broadcasting facilities among the five zones into which the country was divided and an equitable allocation among the states in each zone, based upon population.

The effect of the provision was to prevent licensing of stations indiscriminately and without regard to the populations of the various states and zones. Under it the so-called "quota system" was set up by the Federal Radio Commission in 1930. Many stations, on quota grounds, have been refused increased facilities either in power or hours of operations and new station facilities have been denied with regularity.

With the passage of the Communications Act of 1934, however, the demand from the industry for repeal of the Davis Amendment subsided, although the FCC continued to request its deletion. The Communications Act carried a provision for the licensing of 100-watt stations without regard to quota assignments and was designed to place stations in areas not having service.

Nevertheless, of the some threescore new local stations licensed since the FCC was created perhaps one-third have been in populous urban areas. This has drawn the opposition of the majority of licensed stations on the ground that the provision of law has been misused.

Should the Davis Amendment be repealed, as expected, and the FCC be permitted to assign facilities without regard to quota or population, there can be serious consequences to the present broadcasting industry. The FCC no longer will be required, under law, to weigh the assignments of facilities in particular areas. If consistent with technical requirements there will be nothing in a legal way to prevent increased or improved facilities in any area.

There are few desirable places left in the country that can accommodate, technically, new broadcasting stations. Consequently, if these technical limitations are observed there should not be any large scale licensing of new stations.

Instead the greatest activity probably will come through increasing the power and possibly the hours of operation of numerous small stations heretofore restricted on quota grounds. Numerous new local 100-watters licensed since the 100-watt amendment was adopted in 1934 conceivably will become regionals. And many daytime or time-dividing stations restricted because of quota may be authorized in the discretion of the FCC to increase their facilities.

Assuming this will be the result there is ample reason to believe that embryonic plans for extensions of existing networks and possibly for the creation of new ones will crystallize. National advertisers have been loath to buy 100-watters either for network or spot campaigns. With regional stations, however, it is another story.

Mutual Broadcasting System, for example, has had under consideration expansion of its major-market chain to one of country-wide proportions. It has been moving slowly. One of the reasons obviously has been the unavailability of desirable regional or clear-channel outlets not already attached to other networks. Should local stations in such cities as Washington, St. Louis, Cleveland, Baltimore and similar primary markets, be stepped up to regional status, it would provide such network enterprises with outlets of sufficient power to be desirable to national and regional accounts.

Others Brewing

SEVERAL other network enterprises also would be given impetus with the growing up of local stations in desirable markets. There thus would be injected into the broadcasting field a new type of competition, which, if it became too widespread, might have a decidedly deleterious effect upon the industry generally.

By the same token the availability of additional stations in the 500-1000 watt power class in choice markets would also probably accelerate the effort of NBC to spread its two networks into nation-wide basic entities. Gradually NBC has been increasing its affiliated stations, having added three during the last month, while two months ago it added to its Blue network a Pacific Coast segment.

Current records of the FCC show there are 623 licensed stations, while 14 others shortly will go on the air as a result of construction permits granted, or a total of 637 licensed outlets. This compares to some 595 when the Communications Act of 1934 was adopted with its 100-watt station provision. But, in addition to these, there are pending some 280 applications for new stations — a substantial portion of which are from newspapers. Most of these, however, will be thrown into the discard because of conflict with regulations, improper financial backing, lack of need for additional facilities, and similar causes.

In reporting his bill (S-2243) on Feb. 20 following its adoption by his committee, Chairman Wheeler said the bill seeks to restore to the Communications Act of 1934 similar language to that contained in the second paragraph of the original Radio Act of 1927. As proposed, the new provision would read:

In considering applications for licenses and renewals of licenses, when and insofar as there is demand for the same, the licensing authority shall make such a distribution of licenses, bands of frequency of wave lengths, periods of time for operation, and of power among the different states and communities as to give fair, efficient and equitable radio service to each of the same.

The legislation, Senator Wheeler said, is recommended "for practical reasons of administration by the Communications Commission, which has found that the drawing of artificial zone lines for guides in allocating radio facilities cannot satisfactorily be applied because of the physical laws governing radio transmission. As a consequence, the policy of Congress, to so distribute radio facilities that every section of the country will be adequately supplied, has been very difficult of effectuating."

Senator Wheeler also referred to a letter received from the FCC in May, 1935, advocating repeal of the Davis Amendment. The letter read:

The existing law, which S-2243 seeks to repeal, is contrary to natural laws and has resulted in the concentration of the use of frequencies in centers of population, and the restriction of facilities in sparsely populated States, even though interference consideration would permit the operation of one or more additional stations. Because of the size of the zones provided for by existing law, the distribution required by the Davis Amendment has resulted in providing ample broadcast service in small zones and lack of service in large zones. The experience of the Federal Radio Commission and this Commission has proved that the Davis Amendment is very difficult of administration and cannot result in an equality of radio broadcasting service.

This Commission is, therefore, in hearty accord with and favors the passage of S-2243.

THROUGH A LISTENER'S EYES—William Stack, cartoonist, and a listener of WBIG, Greensboro, N. C., visualized broadcasting by the American plan in this artistic manner. Although engaged in artistic lines, this is his first cartoon and he wrote WBIG that "this little drawing is my conception of the job" that radio and WBIG are doing.

Peet's Goose Creek Parson

COLGATE - PALMOLIVE - PEET Co., Jersey City (Peet's Granulated soap) will sponsor a home philosophy program titled *The Goose Creek Parson* on the CBS-Don Lee system plus KSL, Salt Lake City, beginning March 9, Mondays and Thursdays, 7:45-8 p. m. (PST). When daylight saving time is started on the West Coast the program will be heard 8-8:15 p. m. The program is the *Hollywood Country Church* feature and that will originate from Los Angeles. Benton & Bowles Inc., New York, is the agency.

IF YOU COULD LOOK INTO 100,000 FAMILY MEDICINE CABINETS •

YOU WOULD LEARN WHY

WHAS

MAGIC CARPET OF PROGRAMS

WAS CHOSEN BY EX-LAX

THE ORIGINAL CHOCOLATE LAXATIVE

★ ★ ★ TO BROADCAST ★ ★ ★

"STRANGE AS IT SEEMS"

PROGRAMS TUESDAY AND

FRIDAY MORNINGS

• Of course, the 100,000 family medicine cabinets represent a fractional part of WHAS' rich Ohio Valley coverage. Merely the WHAS shopping area market. It is populated by 728,620. This audience has 188,034 families, owning more than 133,900 radios. In just this restricted area, WHAS offers mass listening-in audiences of housewives to morning programs. The primary and secondary daytime coverage is 3,461,100. But the night-time primary and secondary coverage provides a sharp increase to 4,399,200. WHAS has the more popular, interest-holding programs which get the attention of the women who buy 98% of the family necessities.

• But WHAS has another tremendously important market for your consideration. Remember that you can use WHAS—as a basic outlet—with which to sell a large part of your national territory at lower cost. All broadcasts on WHAS are almost nation-wide. Its secondary area population audience is

★ ★ ★ 24,552,138 BUYERS ★ ★ ★

NORTH • EAST • SOUTH • WEST

MILLIONS TUNE-IN ON WHAS DAILY FOR THESE FEATURES

1. Parties of Pickfair featuring Mary Pickford on National Ice Mfgs. program.
2. Ed Wynn and Plymouth Automobiles.
3. Ziegfeld Follies of the Air and Palmolive Soap.
4. Ray Noble and Coca Cola Refreshment Time.
5. Jose Manzanares' South American Orchestra and Lincoln Cars.
6. Hollywood Hotel and Campbell's Soup.
7. Burns and Allen and Campbell's Tomato Juice.
8. Boake Carter and Philco.
9. Kate Smith and A&P Coffee.
10. "The Story of Mary Marlin" and Kleenex.

Louisville • Kentucky

C. B. S. BASIC OUTLET

★ ★ EDWARD PETRY & CO. ★ ★

★ ★ National Representative ★ ★

Scott Bills to Restrict Radio Meet Objection From Networks

NBC and CBS Contend Proposed Legislation Would Tend to Hinder Growth of the Industry

OPPOSITION to the enactment of the three Scott bills sponsored by the American Civil Liberties Union, seeking amendment of the Communications Act with particular reference to forum discussions, political broadcasts and the protection of stations in libel and slander suits, was expressed by Lenox R. Lohr, NBC president, in a letter on Feb. 12 to Rep. Scott (R-Cal.) who introduced the measures.

General opposition to the three measures also was expressed in behalf of CBS by Edward Klauber, first vice president, in a letter made public Feb. 26, but dated Jan. 31. "We believe," he said, "that broadcasters should not be relieved of responsibility and control to the degree which you propose, and we do not see how there could be anything but chaos and general irresponsibility if those who must be ultimately responsible for the use of a medium of mass communication were left with so little to say as to how it would be used."

Mr. Scott had sought an expression from the networks. The FCC, which also had been asked to make known its views, supported certain of the provisions but objected to others. (See BROADCASTING, Feb. 15).

NBC opposition, Mr. Lohr brought out, is based upon the experience of the broadcasting industry in solving its own problems in past years without legislative mandate and his conviction that many additional problems which still remained to be solved can be met in the same way.

Freedom of Action

"IT IS my conviction," Mr. Lohr wrote, "that any legislation which attempts to lay down strict rules of conduct in this rapidly changing field will not advance the cause of public interest, but, on the contrary, will retard it in the same measure that such legislation supplants the freedom of the operator to exercise judgment and good taste."

Rep. Scott, in acknowledging receipt of Mr. Lohr's letter, explained that he had no desire "to legislate unbearable restrictions on broadcasting companies, but I am interested in finding some method to guarantee to minority groups an opportunity to express their views." He added he was taking all communications on the subject into consideration with a view to revision of the bills. Whether hearings will be held at this session is problematical.

Mr. Lohr prefaced his reply with the assertion that he understood Mr. Scott's purpose in introducing the bills (HR-9229, 9230, 9231) was to make for better broadcasting service. NBC, he declared, also desires to bring about better broadcasting service "not only as a matter of principle, but as a sound business policy. If we differ, we differ upon methods of obtaining our objective rather than upon the objective itself."

Mr. Lohr's letter continued in part:

To be more specific, HR-9229 deals with the related problems of free speech, defamation and censorship. The existing law denies any power of censorship to the Communications Commission. There are those who take the view that the Commission, nevertheless, exercises censorship after the fact by taking into consideration the program services rendered by a station in determining whether or not the station's license shall be renewed. So far as this view can be supported, a problem of great magnitude is presented to the lawmakers.

But censorship, defamation and freedom of speech are all too complex to be dealt with by piecemeal legislation. It seems inconsistent that an economist, speaking over a network, should be permitted to defame with impunity, whereas, in an economic discussion by a member of the staff of the broadcasting company, the broadcaster may be held to a rule of absolute liability. In this connection, may I suggest for your consideration an article by the Hon. George R. Farnum, of Boston, appearing in the Boston University Law Review for January 1936, wherein are reported the divergent views on this subject existing among the members of the American Law Institute. I believe formal legislation on all of these subjects should be postponed until we have had sufficient experience to know with a fair degree of certainty just what remedial legislative action broadcasting requires.

HR-9230 proposes to mark out by law definite periods of time for uncensored sustaining broadcasts upon subjects which may broadly be considered educational. I am in complete sympathy with your desire to afford discussion of subjects educational in their nature. However, programs not subject to review by the station licensee, mandatory time assignments, and a duty to let speakers of every shade of opinion take the air would lead to dire confusion. Broadcasters today exercise some measure of program selection or balance with respect to the matters falling within the terms of your bill. Without this right, it would be difficult for us to determine whether or not the first speaker spoke on a controversial subject. If we granted time to an opponent who, being uncensored, touched upon another controversial matter not germane to the first controversy, what would be our obligations? Who would determine and how would he determine when the limit had been reached as to the number of speakers who shall be permitted to treat of the same general subject?

It is my belief that it would be difficult to deal with problems of this sort by statute. In any event, the Communications Commission has recently formed what it believes to be a representative committee to study this field. The enactment of your bill HR-9230 would have the effect of displacing that committee in advance of any knowledge of what its conclusions may be. I think action upon it should be postponed at least until we have had the benefit of the advice of this committee.

HR-9231 supplements HR-9230. For reasons similar to those set forth above, I believe it should not be enacted at this time.

In conclusion, I thank you for the courtesy you have shown us in writing us as you did and I know you will not take the frank expressions in this letter amiss. Of course, a letter is not a practical vehicle to discuss the various phases of all these matters adequately and, if and when hearings are held upon the bills, I hope we may have an opportunity to send a representative to testify before the committee.

The Klauber Letter

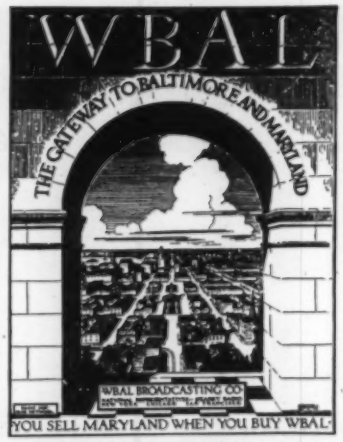
Mr. KLAUBER'S letter continued:

The flexibility and personalized control of radio broadcasting, as in effect in this country, is largely responsible for the advancement and public acceptance of American broadcasting, and we do not believe that these benefits should be lost by putting the industry into a strait-jacket of legislation and regulation. We think that broadcasters have proved that thus far they may, themselves, be trusted to work out their problems in the public interest and to render an ever-increasing degree of public service. We, ourselves, find that our problems are so complex and change so rapidly that we form rigid policies only slowly and reluctantly, because we find sincerity, common sense and open-mindedness often enable us to deal with a given situation in the public interest much more effectively than we could deal with it by having recourse to too many rigid rules.

No legislation can change the fact that the success or failure of broadcasting depends upon the personal efforts of the human beings directly responsible, and we believe that policies are best determined by those most vitally concerned.

We believe that the Federal Communications Act could be improved by specifically recognizing, as a defense to defamation actions against broadcasters, the exercise by them of due care. In many respects our problems are similar to those of newspapers, and we do not believe the press of this country would have thrived under such regulations as are proposed in your bill.

We assume that if your bills are pressed there will be hearings on them, and certainly we hope to have an opportunity to be heard very fully.



PROMOTION STICKERS—WBAL, Baltimore, has made reproductions, this size, of its full-page advertisement in BROADCASTING 1936 YEAR BOOK. The stickers, blue on silver background, are attached to all correspondence.

RADIO AND BETTER MUSIC

Head of Carnegie Hall Gives Broadcasting Credit For Enhancing Music Appreciation

THE remarkable role played by radio in bringing good music to millions was emphasized in a recent CBS address by M. Murray Weisman, president of Carnegie Hall, New York, following study of a series of questionnaires asking for comment on the outlook for music in various sections.

Commenting on the advance of music appreciation he said that radio was first and most important among underlying causes.

Mr. Weisman, pointing out the vast increase in music appreciation courses on the networks and in groups throughout the country, stated:

"The Philharmonic - Symphony concerts, broadcast from Carnegie Hall on Sunday afternoons, were recently voted by the radio editors of the country the second most popular musical program on the air, leading by a surprising margin the dance orchestras of Paul Whiteman and Rudy Vallee. Who, ten years ago, would have foreseen such a change in the musical taste of the American public? . . . What is the portent for the future? Perhaps we are on the threshold of a new era in the music affairs of this country.

"I believe that it is no discredit to radio to point out that its audience has been materially increased by the circumstances of the depression. When regular concert-goers were forced by reduced income to cancel their subscriptions, they welcomed the opportunity to listen in on the air and they were a grateful audience. When other thousands of people who normally attended the theater and the movies were forced to stay at home they formed the radio habit, stumbled upon some Beethoven symphony or Brahms concerto, and found, for the first time, that they really enjoyed them and wanted to hear them again.

"To the radio, then, more than to any other single factor, we owe the increase in the number of people who listen to good music."

Temporary Permit Given For Operation of KWKC

THE LEGAL tangle in which KWKC, Kansas City 100-watter, has been ensnarled was temporarily alleviated Feb. 21 when the FCC cancelled the temporary authority it had granted to Tom Cleveland to operate the station and granted a special temporary interim authority to Charlotte Duncan, administratrix of the estate of the late Wilson Duncan, to operate the station under a co-contract arrangement with Lester E. Cox, operator of KWTO-KGBX, Springfield, Mo., and Thomas L. Evans, an official of the Crown Drug Co., Kansas City. It is understood Cox and Evans have an option to purchase the station pending disposal of remaining litigation.

Arguments before the Broadcast Division remain to be held on an adverse examiner's report on the applications of former employes of the station, organized as the Mid-Central Broadcasting Co., to take it over. Another application pends for the station's facilities filed by Evans Broadcasting Co., headed by Walter Evans of the WHB staff and said to be acting for the *Kansas City Journal-Post*. Dates for the arguments and hearing have not yet been set.

WFBC joins NBC

GREENVILLE, SOUTH CAROLINA

EFFECTIVE MARCH 1st

WITH pride WFBC announces its full time affiliation with the National Broadcasting Company, as an optional station on the Southeastern Group.

Simultaneously WFBC is increasing its power to 5,000 watts day, 1,000 watts night, and is placing in service a new RCA high fidelity 5,000-watt transmitter and a new Truscon 376-foot vertical antenna.

The station is owned by The Greenville News-Piedmont Company, publishers of South Carolina's leading newspapers, whose long experience in national advertising, in merchandising service to clients and in publicity promotion gives the station an added advantage in the most populous and most prosperous section of the state.

WFBC, located in Greenville, South Carolina, the center of the rich Southern Textile Industry, is stepping up sales daily for a large number of local and national advertisers. Greenville County is the A-Number-One market in South Carolina. Latest Department of Commerce figures show Greenville County leading any other market by over $5,000,000 retail trade. The Greenville market, in which over 600,000 prospects of yours live, includes the twelve foremost counties in the state. There is profitable business here for you. Let us help you get it quickly and economically.

Radio Station WFBC

The Greenville NEWS - PIEDMONT STATION

IMPERIAL HOTEL

Greenville, South Carolina

NATIONAL REPRESENTATIVE: *J. H. McGILLVRA, 485 Madison Ave., New York*

Stations Advised To Ignore Record License Demands

Decision in WDAS Case Is Not Final, Asserts Mr. Baldwin

THE NAB, through Managing Director Baldwin, in a bulletin sent out Feb. 20 has urged its members not to recognize the American Society of Recording Artists Inc., Hollywood, until their rights to exact phonograph royalties have been finally determined. The recommendation followed circularization by the Society of a letter signed by Arthur W. Levy, secretary, making two demands on its own behalf and on behalf of its artist members.

The demands:

"1. That you must not broadcast their talents through the medium of records without license first obtained therefor.

"2. That you account for each usage of such talents including such usage by your advertiser or sponsor, and you are advised it will hold you liable to it for any and every failure or refusal to abide by such demand, for accounting and payment pursuant thereto."

Another group, the National Association of Performing Artists, through Maurice J. Speiser and A. Walter Socolow, counsel, is "preparing a nationwide legal attack upon all unauthorized users of phonograph records for commercial purposes," it announced. A survey to discover commercial users is under way. The NAPA membership includes many prominent artists, with Fred Waring as one of its directors.

Not Finally Settled

MR. BALDWIN has advised stations that the new effort of ASRA to squeeze phonograph royalties out of them "apparently grows out of the decision in the so-called Waring-WDAS case", decided in January by Judge McDevitt of the Court of Common Pleas in Philadelphia.

The decision does not justify the interpretation placed upon it by the Society, Mr. Baldwin stated. He further pointed out that the opinion has no effect outside of Pennsylvania and that the NAB has filed exceptions to the decision which were scheduled for argument before a three-judge court Feb. 27. An appeal to a higher court was planned in case Judge McDevitt's ruling is upheld.

Mr. Baldwin emphasized that "the important thing for members to consider is that the issues in this case *have not been finally adjudicated.*"

The WDAS decision ruled that artists have a property right in their recordings which is enforceable in equity and that the artist mays impose conditions under which his recordings may be performed.

ASRA made its first excursion into the broadcast royalty field April 1, 1935, when it invited stations to apply for licensee memberships so they might broadcast talents of its artists members by means of recordings. Stations were offered rates of 15 cents per usage for power of 1000 watts and up; 10 cents for 500 to 999 watts, and 5 cents for less than 500 watts.

At a meeting of the ASRA board of directors Feb. 1 a resolution was adopted to send the second demand for royalties to stations, accompanied by excerpts from the WDAS decision. A list of member artists is enclosed in the letter. The resolution provided that the ASRA report to its general counsel "unauthorized usages by broadcasting stations of such talent of any such 'artist members' for which accounting and compensation has thus been demanded and accounting and/or payment refused, or not received, with instructions to proceed to enforce the rights of the society and its 'artist members' in the premises."

ASRA promises "to lend its cooperation to avoid legislative and other methods of prohibiting entirely the use over the air of talent not recorded specifically for broadcasting purposes." Regretting that unlicensed stations have failed to cooperate in its royalty scheme, the letter concludes with this threat:

"If it is case law you are relying upon and you are not interested in the equity and propriety of our position, then the responsibility for your position now rests entirely with you."

The ASRA membership list does not include Fred Waring or his orchestra, not recording phonographs at present because of network commitments.

Restricting Records

IN A LETTER to all stations on Feb. 12, Langlois & Wentworth, of New York, program producers, also alluded to the Waring decision and emphasized "the significance of the recent legal attack on phonograph record broadcasts". The letter was in the nature of an effort to sell to stations the public domain transcriptions produced by Lang-Worth Feature Programs Inc., a division of Langlois & Wentworth Inc.

The letter said the artists' association has instituted a "double-barrelled legal attack" on all stations using phonograph records. The first, it said, was the Philadelphia court decision. The second is the bill (HR-10632) introduced Jan. 27 to amend the copyright law by making the $250-innocent-infringement penalty applicable also to phonograph records.

"There is every indication," it added, "this bill of protection for performing artists will soon be adopted—there is little unprejudiced argument why it shouldn't." This particular statement aroused much resentment among broadcasters and at the NAB.

Quick Coverage

WLBC, Muncie, Ind., received a call from the local fire department that fire had broken out in a large local factory. The WLBC News Editor, E. Pierce DeMiller, called the factory by phone to learn the amount of damage, cause of the fire, etc. The switchboard operator at the factory, said: Fire? I didn't know we had a fire here." She phoned around the factory and found that the fire was in full force in another part of the building. The announcement had been made before the fire engines arrived.

SILLY, ISN'T IT!

But Crazy Program Is Drawing Sponsors Like Flies

PEOPLE like to be kidded, WMAZ, Macon, Ga., believes, after starting a musical clock program replete with dizziness and seldom sane. Red Cross and Marion Bragg, assuming the title of Doctor, play records backward, mess around with sound effects, chatter madly and won't fill a request unless it is accompanied by a pie, cake, cigar, pack of cigarettes, or some other acceptable bribe.

The dubious duo ad-lib the announcements, kid sponsors, and manage to keep the management in constant hot water. However, sponsors have been flocking to the program, so E. K. Cargill, WMAZ president, was forced to fix a premium price to prevent all spot sponsors from deserting other periods.

Here is a cartoon drawn by an envious artist who got a look at the lovely bribes the "Doctors" are receiving from listeners.

CONTINENTAL OIL SHIFTS TO DISCS

CONTINENTAL OIL Co., Denver (petroleum products), on March 8 will inaugurate a series of half-hour transcriptions on 20 stations. The discs, made by Jean V. Grombach Inc., will feature travel talks to be broadcast Sundays during a late morning hour.

Carveth Wells, author, traveler, and lecturer, will give the travel talks supported by Frank Ventre's orchestra. Material will be confined to the United States. Continental Oil Co. has had Mr. Wells on the air for the last three years.

The series is signed for 13 weeks, when the sponsor will go off the air for the summer and return for another 13 weeks beginning Sept. 13. Commercial announcements will promote the Continental Oil Travel Bureau, located in Denver.

The 20 stations to be used are: KGNC, WBAL, WGIR, WGN, WFAA, KOA, WHO, WDAF, KFAB, WTMJ, KLRA, WCCO, WKY, KTAR, WRVA, KSL, KMOX, KHQ, KVOO, KFH. Tracy-Locke-Dawson Inc., New York, placed the account.

"AMERICAN HOLIDAY," a play written by Al Barker of the NBC continuity staff in Chicago, is being produced as the first offering of the Federal Popular Priced Theater, a WPA project, in New York City, which started Feb. 14. The play was chosen from hundreds of manuscripts.

Freeman Lang Business, Pioneer in Disc Field, Sold to Mark L. Gerstle

FREEMAN LANG ENTERPRISES Inc., Hollywood transcription firm and a pioneer of more than 10 years in the recording field, was sold Feb. 18 to Mark L. Gerstle. Mr. Lang had previously sailed on his cruiser *Content* for a six weeks pleasure trip in Mexican waters. Mr. Gerstle, who took over the operation of the business, will immediately reorganize the plant. He will commute between Los Angeles and San Francisco where he is vice president of the Emporium department store.

Frank W. Purkett, vice president under Freeman Lang, will continue in that capacity and will also serve as general manager. Before joining the Freeman Lang force nearly a year ago, upon the death of Wesley B. Dougherty, he had spent many years in film circles and theatre operation. Herbert Witherspoon, one time manager of KDB, Santa Barbara, later a sales executive of KHJ, Los Angeles, but more recently in the transcription field, will be sales manager of the new firm.

Studios will be tentatively renamed Associated Studios and will remain in the building at 1357 N. Gordon St., Hollywood, where the entire structure is given over to transcription and film recording. It is expected that new equipment will be added and that Associated will engage in program production itself as well as serving clients with its recording facilities. The technical staff will be retained.

Denver Stations Organize Agency Recognition Plan

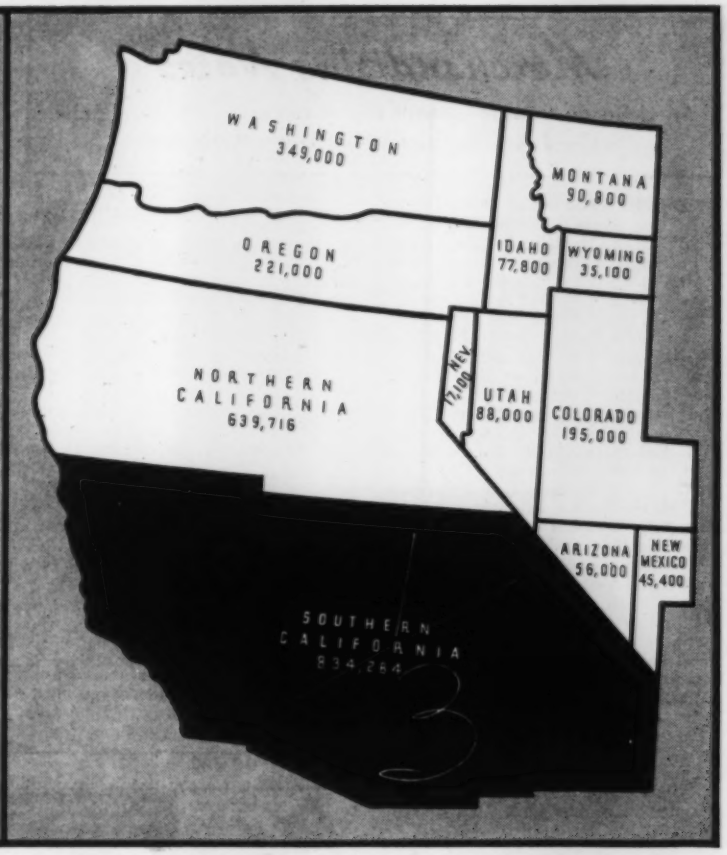
DENVER broadcasters are forming an agency recognition bureau to determine which agencies are entitled to commissions and plan to recognize only those agencies which the bureau approves. Questionnaires have been sent to all local agencies asking pertinent information, letters of employment from clients, and a guarantee that no commissions revert to clients.

It was stated at a meeting held recently that 19 agencies, including some whose status was questioned, were drawing commissions from Denver stations, often without legitimate claim. In some instances, it was added, the account of a single client was placed on the three Denver stations by three different agencies, resulting in confusion and loss of prestige and revenue for the broadcasters. Representing the stations were A. E. Nelson, James R. MacPherson and A. W. Crapcey, of KOA; J. I. Myerson, KLZ; Gene O'Fallon and Frank Bishop, KFEL-KVOD.

Canned Clams Test

PACIFIC TRADING Co., San Francisco (canned clams), for the first time in its history, is including radio in its advertising schedule and on Feb. 25 started for 26 weeks a twice-weekly five-minute spot on the NBC-KGO cooperative woman's program, *Confidentially Speaking with Helen Webster*, Tuesdays and Thursdays, 11-11:30 a. m. A free receipt book is offered. Sidney Garfinkel Adv. Agency, San Francisco, services the account.

• *Here is an actual map of the eleven western states. The ten counties comprising the district known as Southern California occupy the black portion of the map—one-twentieth of the total area.*



• *Here is what happens when the map is distorted in relation to radio set ownership. Southern California now occupies one-third of the area—a true picture of its importance in the western market.*

Southern California Is
ONE THIRD OF THE WEST

There's one main thing an advertiser requires in any medium—CIRCULATION!

In radio he can broadcast the finest program ever produced but it doesn't mean a thing unless you can hear it. So—radio circulation depends—not upon the size of a territory—but upon the *number of receiving sets* in that area.

Study this radio map of the eleven western states. Note the real importance of the Southern California market. Within a 60-mile radius of KFWB are 2,587,102 people—83.3% of whom have radio receivers in their homes.

These people *buy*. Each year they spend over ONE AND A HALF BILLION DOLLARS in retail stores alone. The average Los Angeles family spends more for retail merchandise alone than the average American family earns.

KFWB has ample power to reach this great market with a strong, clear signal. Its rates are low enough to do the job with real economy as well as efficiency. Its motion picture tie-up and program policy attract a large, responsive and consistently regular audience.

These three points make KFWB the one logical radio station for economical coverage of the great southwestern market.

KFWB
LOS ANGELES
Owned and Operated by WARNER BROS. MOTION PICTURE STUDIOS
FREE & SLEININGER—*Exclusive Representatives*

Merchandising Notes

An Echo on Cantor — Still the Amateurs — Station Sells Self—Jokes for Steamboat Bill—Underwear

UNEXPECTED proof of an interested and responsive audience recently came to Illinois Meat Co., Chicago (broadcast corn beef hash), sponsor of *Broadcast Rhymsters* over a CBS network five afternoons each week. Early in February Eddie Cavanaugh, who reads letters sent in by listeners and endeavors to turn them into verse, read a letter from a pair of little girl patients at the Robert Koch Hospital in St. Louis, who wrote that Valentine's Day would mean little to them this year. From all parts of the United States, Canada and Mexico came valentines to the hospital, a total of more than 25,000 letters and some 200 packages of candy, clothing and games, which the two little letter writers shared with the other children in the institution.

* * *

CBS has issued a novel brochure reprinting an article from BROADCASTING on Eddie Cantor and the Lehn & Fink Products Co. for whom he promotes Pebeco toothpaste. It is illustrated with drawings suggesting the characteristics of Mr. Cantor's eyes. The original article was written for BROADCASTING by Reginald Townsend, of Lennen & Mitchell Inc., the Lehn & Fink agency. The article related the success of Cantor as a salesman and the success of the program in merchandising and marketing Pebeco.

Two epilogues in the brochure carry statements by Cantor and CBS. Eddie concluded like this: "We all know the salesman who makes a hit with customers by giving them the glad-hand, and telling jokes about the farmer's daughter. But when the laugh dies down, has he got an order in his hand? That's what makes me laugh."

* * *

INTEREST in amateur programs shows no signs of abatement, according to Morris B. Sachs, Chicago clothier, whose weekly amateur hour on WCFL, Chicago, is staged before a studio audience of more than a thousand. Tickets are distributed at the Sachs store, which reports that the supply is quickly exhausted. Winners are selected by judges who listen at home so they are not influenced by the stage presence of the amateurs. Ballots are also distributed to the audience and if their vote disagrees with that of the judges duplicate first prizes are awarded. Gene Arnold, formerly of the Sinclair Minstrels, acts as master of ceremonies on the program, which is one of 20 broadcasts sponsored by Sachs each week over five Chicago stations. Schwimmer & Scott, Chicago, is in charge of Sachs' advertising.

* * *

WFIL, Philadelphia, is using its own time to merchandise available periods, special features and regular program schedules. Both network and local programs are exploited with qualifying statements directing attention to available time. The entire broadcast advertising field is boosted in the copy, which is of both institutional and direct selling type.

YANKEE NETWORK has published a brochure describing in detail a survey of listener interest in Boston by means of the mechanical system perfected by Professors Robert F. Elder and L. F. Woodruff, of Massachusetts Institute of Technology. Results are actual listening records of 1000 families to 101,004 quarter-hour periods. [A description of the method by Prof. Elder appeared in the Dec. 1 issue of BROADCASTING. An analysis of results at the half-way mark was printed in the Jan. 15 issue. In this issue Prof. Elder describes results of the 10-week survey.]

* * *

NEARLY 10,000 children sent in a label from a box of Malt-O-Meal to enter the Steamboat Bill joke contest, in which a doll and boat are awarded, in the Campbell Cereal Co. broadcasts on WFAA, Dallas. Mitchell-Faust Adv. Co., Chicago, placed the Malt-O-Meal spot campaign consisting of thrice-weekly programs.

SEEKING to check audience interest created by its *We Are Four* broadcasts five mornings each week over WGN, Chicago, Munsingwear Corp., Minneapolis (underwear), offered a picture of the cast of this dramatic serial to every listener writing in. After three announcements had been made the mail was arriving in such quantities that the offer was withdrawn the following day and the sponsor began mailing out the 31,000 photographs requested.

* * *

WHO, Des Moines, has published maps depicting mail response from straight commercial programs. Letters received in 1935 totaled 448,647, covering every state and a number of foreign countries. The maps show breakdowns in 1935 mail; January 1935 mail; response to a Phillips Milk of Magnesia cosmetic series; response to the Oxydol *Ma Perkins* programs.

* * *

TO PROMOTE its local automobile show, General Motors Corp., Detroit, sponsored *The Upstarts*, sustaining program on WKRC, Cincinnati, Feb. 20. The program was in the nature of a sales pep meeting, with local dealers addressing remarks primarily to dealers and salesmen. Sales plans for the season were discussed, with general interest being shown.

RADIO SALE — Marshall Drug Co., operating 50 stores in Cleveland, staged its second sale of this type, using both radio and newspaper tie-ups. The newspaper page speaks for itself. Marshall Drug has drawn an average of 10,000 ballots a week in a high school amateur series after only two months on WGAR. Details of the radio sale were handled with the aid of WGAR's sales promotion department. Interstate Brdcstg. Co., Cleveland, is the agency.

Food-Drug Measure Remains Quiescent

Possibility of New House Bill Is Rumored on Capitol Hill

WHETHER there will be food and drugs legislation at this session of Congress still remains seriously in doubt, with all sorts of reasons mentioned on Capitol Hill.

The Copeland Bill (S-5), which passed at the last session after a two-year legislative buggy ride and after it had been stripped of virtually all clauses objected to by the majority of advertisers and advertising media, now pends before the subcommittee of the House Interstate & Foreign Commerce Committee. Chairman Chapman (D-Ky.) of the subcommittee, states he is "working" on the measure, but he hasn't called his subcommittee together at this session.

In one quarter, it was stated that President Roosevelt may send a message to Congress as he did two years ago and ask for passage of the legislation as "must". In another reliable quarter it is said the Administration is inclined to the view that it should not force legislation on rigid control of sale and advertising of food, drugs and cosmetics at this session, but rather leave it as a campaign issue that would captivate the housewife voter.

Perhaps a New Bill

STILL another story is that Rep. Chapman is writing his own food and drug bill, for House consideration, and that it may involve placing of jurisdiction in the hands of the Federal Trade Commission, rather than the Department of Agriculture. This was the principal sore spot in Senate consideration at the last session, with many industrial groups seeking Trade Commission jurisdiction.

Politically, there is the report that Chairman Chapman, at loggerheads with Postmaster General Farley on Democratic patronage, is holding up the bill until such time as his patronage demands may be met. This, however, is unconfirmed.

Practically all of the trade groups in the food, drugs and cosmetics fields, as well as advertising agencies and the various media including broadcasting, are offering no serious objections to the bill as it passed the Senate. Certain proprietary groups, however, are still opposed to it, while a rather general preference has been shown for Federal Trade Commission rather than Department of Agriculture administration of the measure.

Song Writers Hour

JOSEPH E. HOWARD, among the most famous of song writers, begins a new program on WMCA and associated stations of the Inter-City Group, Sunday, March 8, 1:30 to 2:00 P. M. The program is titled *Song Writers' Opportunity Contest*, and is to be devoted to the airing of the works of unknown authors and composers. Mr. Howard, as master of ceremonies, will study the songs and present those that appeal to him most. The Edward B. Marks Music Co., well known music publishers, will pay standard royalties to any authors or composers whose songs are selected by them for publication.

WWJ-first in Listener Interest in Detroit

The "BRADCAST"— *one of Many Reasons!*

Twice daily, Curt Bradner, known in the WWJ listening area as "Brad", broadcasts the day's news. This "Bradcast" has the largest following of any news broadcast in Michigan. The reason—it is edited for and by Michigan people with more than a half century of Michigan tradition and experience behind them. And this just one such local feature that distinguishes WWJ — America's pioneer broadcasting station. New studios now under construction and a new transmitting station just completed will give WWJ the finest broadcasting facilities on the continent.

1 Kw. Night — 5 Kw. Daytime, High Fidelity

National Representatives

JOHN BLAIR & COMPANY

New York, Chicago, San Francisco

Inquiry in Congress On Radio Unlikely

"Willard" Incident Proves Dud As Charges Are Not Upheld

UNLESS new charges are brought or something unforeseen develops there will be no investigation of charges of bribery, inefficiency or anything else by a committee of Congress during the current session.

This seemed to be the net result of events surrounding the so-called "Willard Hotel" incident of alleged bribery of an FCC member or members and of the repeated "head-line hunting" efforts of those having axes to grind with the FCC. The "Willard Hotel incident" has taken its place as one of the biggest duds in government "scandal" annals.

Senate Probe Moves

REPORTS were current, however, that there might be introduced in the Senate, either by Chairman Wheeler (D-Mont.), of the Interstate Commerce Committee, or Senator Couzens (R.-Mich.), ranking majority member, a resolution seeking an investigation of the FCC. Senator Wheeler has received information concerning broadcasting and the FCC from S. Howard Evans, now acting as secretary of the National Committee on Education by Radio, anti-commercial broadcasting organization, and formerly Washington representative of the *Ventura Free-Press*, which was one of the leading advocates of government ownership of radio. Commissioner Payne also has been counseling Senators Wheeler and Couzens, it is understood.

The investigation made by the five members of the FCC of the charges associated with the hotel conversation, in a word, has concluded with their complete repudiation. The Connery Resolution to investigate the FCC remains dormant before the House Rules Committee, with little chance of action, according to leaders.

Likewise, efforts of George H. Payne, Telegraph Division member of the FCC, to keep the whole issue alive by endeavoring to tie together the Connery resolution with the Willard incident, have been rebuffed by fellow members of the FCC. Payne dramatically issued a statement from a hospital sickbed on Feb. 18 (before it had been received by members of the FCC) demanding that the FCC make public the "evidence" the FCC investigating committee had procured in its inquiry.

To this the FCC replied, through Chairman Prall, that at the FCC meeting at which the investigating committee submitted its report, (Feb. 14) the FCC had considered whether or not to make public the documents accompanying it. The Federal Bureau of Investigation, Dept. of Justice, which had assisted in the investigation, had objected to its material being made public, the announcement said, and since this constituted an important part of the documents supporting the committee report, decided not to make them public.

Following six weeks of investigation the FCC committee of five made available the report in which it said the allegations of alleged bribery were without foundation. It all grew out of the application of WNBF, Binghamton, N. Y., for the 1240 kc. regional facility and the competitive application for a new station in Schenectady of the Knox Broadcasting Co., which the Knox Gelatin Co. seeks to establish.

A. Mortimer Prall, son of Chairman Prall, and Maj. Malcolm M. Kilduff, of New York, friend of Mr. Prall's son, allegedly overheard a conversation in an adjacent room on Sept. 5, following the hearing on these applications, in which mention was made of $25,000 which could be used to "fix" the case. The incident was reported to Chairman Prall, who asked the Department of Justice to investigate it. After he had been informed that it was apparently an "irresponsible" drunken conversation, the FCC itself decided to investigate further.

In its report the FCC investigating committee said it had ascertained that occupants of the Willard room in which the conversation allegedly took place were Cecil D. Maston, manager, WNBF; Harold E. Smith, manager, WOKO, Albany; Alfons B. Landa, Washington attorney for WNBF, and Maurice Jansky, of Madison, Wis., brother of C. M. Jansky Jr., well known consulting engineer of Washington.

The report added that each of the occupants of the room has sworn that he made no such statements as reported by young Prall and Major Kilduff, and each said he did not hear any such statements made by anyone in the room. All also said they had never made any statements reflecting upon the character and integrity of any member of the Commission. Further, it said that the investigation within the Commission "reveals no irregularities in the handling of either the Binghamton or the Schenectady application". Then the committee concluded:

"The committee is unable to state whether the alleged conversation ever took place. If the purported statements were made, they have been completely repudiated. Grave resonsibility for unsupported statements attacking the integrity of a government official lies at the door of some person involved in this matter. If the individuals responsible could be identified, they should be prosecuted as relentlessly as the maligned person should have been had the charges been substantiated. While we conclude that there is no basis for the charges made, we keenly regret that we can not fix the responsibility for them."

FOR GOOD ANNOUNCING—Howard Petrie, of NBC, on Feb. 24 was presented with the 1936 "BBD & O Award for Good Announcing", made annually by Batten, Barton, Durstine & Osborn Inc., New York agency. Here is Roy S. Durstine (left), president, presenting a stop-watch and check to Petrie, with Arthur Pryor Jr., vice president in charge of radio, at the right. Petrie has been with NBC since 1930. Carlyle Stevens, CBS announcer won the first award last year.

Highest Billings in History for January Recorded by NBC-Red and CBS Networks

BOTH CBS and NBC-Red networks showed the largest January billings in their histories, continuing to maintain the high level of time sales noted during the last months of 1935. The NBC net's total billings for the month, $1,755,394, have been exceeded in its history only by its March 1935 record of $1,802,741, and the CBS January billings, $1,901,023, have been exceeded only by October 1935 record of $1,930,512. The NBC-Blue network's January revenues amounted to $926,421, making the combined NBC revenues for the month $2,681,815, a decline from January 1935 accounted for largely by the fact that the Metropolitan Opera is being carried on a sustaining basis this year. Mutual Broadcasting Co., beginning to make regular reports for the new year, disclosed January gross of $157,720. [For full monthly tables for preceding years, see BROADCASTING, Jan. 15, 1936.]

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935	1934	1933
NBC-WEAF (Red)					
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
CBS					
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
NBC-WJZ (Blue)					
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
MBS					
January	$157,720	...	.....	.....	.....

Stipulation Method Of FTC Suspended

Temporary Action Is Taken as Result of Crowded Docket

TEMPORARY suspension of the so-called "stipulation procedure" of the Federal Trade Commission, under which broadcasters, newspaper publishers and other media proprietors were given opportunity in advance to sign stipulations, was announced Feb. 20 by the Commission.

Commissioner Ewin L. Davis told BROADCASTING the decision was reached primarily due to large amount of regular work confronting the Commission's Board of Investigation and because of inadequate personnel. He said the move has a more direct reference to the work entailed by newspaper checking than broadcasting but that it was decided to make the suspension uniformly applicable.

Accepting Accounts

THE stipulation procedure was entered into with the FTC last August by James W. Baldwin, NAB managing director. Under it, stations were permitted to sign stipulations on accounts under investigation whereby they agreed to abide by any stipulations or cease and desist orders against advertisers, and, as a consequence, would not be made parties to litigation. It was hailed as a real safeguard for broadcasting, particularly because of the confusion which had existed over acceptance of certain types of accounts.

With the stipulations eliminated for the time being, the mediums will be notified only after a complaint has been issued or a stipulation approved, it was pointed out at the FTC. Some objections to suspension of the procedure already have been received from broadcasting stations.

Along with the pressure of other work, it is believed also that certain newspaper interests have protested against the stipulation procedure on the ground that it constitutes an interference with freedom of the press. It was emphasized, however, that the method is not to be discontinued but will be suspended only for an indefinite temporary period.

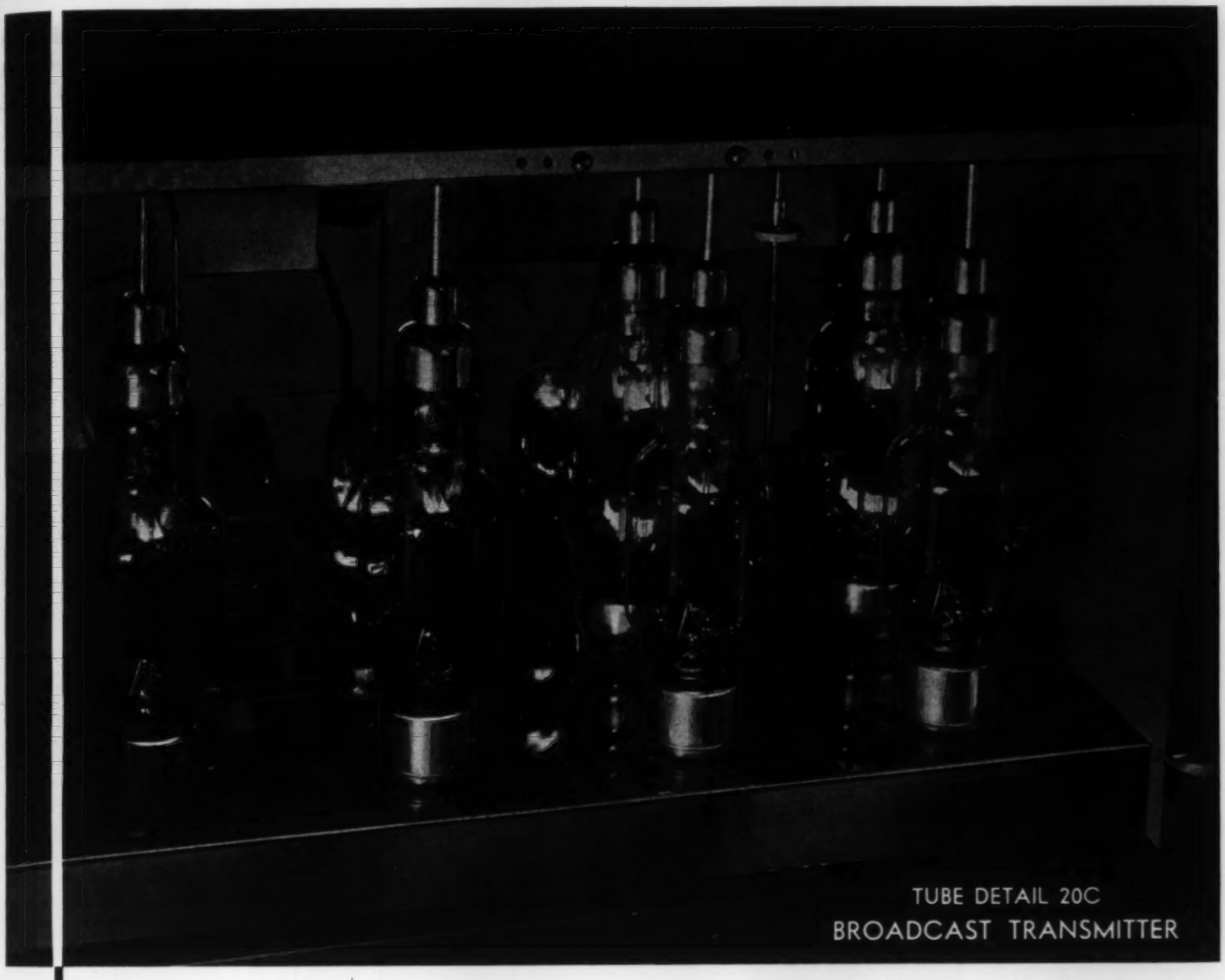
Trade Commission Action Involving Radio Accounts

THE Federal Trade Commission announces the following actions involving advertisers using radio:

American Character Doll Co., New York, charged with unfair competition in claims for Paratex dolls, claimed to be waterproof; McCambridge & McCambridge Inc., Washington, ordered to cease claims on Everfresh Aspirin; Power Seal Co., Los Angeles, agrees to cease certain claims for cylinder and valve compound; Home Drug Co., Minneapolis, ordered to cease certain claims for its Prescription No. 69; Brown Shoe Co., St. Louis, agrees to cease using "Doctor" or "Dr." as part of trade name for shoes.

Calirad Wafer Tests

STERLING PRODUCTS Co., New York (Calirad wafer) on Feb. 24 started *Old Doctor Jim* on WEAF, New York, Mondays, 9-9:15 a. m., for 26 weeks. The program previously had been announced for WABC, but an eleventh hour change placed it on WEAF. Blackett - Sample - Hummert Inc., New York, is the agency.



TUBE DETAIL 20C
BROADCAST TRANSMITTER

A transmitter manufacturer and a maker of scientific instruments have much in common. Both must be able to solve technical problems of the first order—both must be able to measure the performance of their products with precision—both have a very limited clientele—both depend upon their reputations for technical integrity to obtain acceptance of their products.

Recognizing this parallel, the Collins Radio Company is engaged in the highly specialized field of building transmitting equipment. Its engineering staff is uncompromising in its work of building a fine product. Statements as to rating and performance are made with the scientist's regard for accuracy. Knowing that customers for a single model are numbered in the hundreds and not in the tens of thousands, efficient small scale factory methods are used, since mass production methods are unsuited. Its workmanship is worthy of the best traditions of the instrument maker.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

"Radio Personalities" of the Presidential Prospects . . .

By MARTIN CODEL

IF A PLEASING and persuasive microphone manner is a primary requisite in modern political campaigning, then the "inside boys" here in Washington are in more or less common agreement that President Roosevelt will enter the election lists this summer with a distinct advantage over anyone the Republicans may pick to oppose him. From the radio viewpoint, not a single one of the potential Republican stalking horses compares with the President as a broadcast orator — and comparisons are possible almost any night of the week as the Republican possibilities are heard over the air.

This is not merely the writer's opinion as a non-partisan observer of the radio and political scene who doesn't even enjoy a vote as a resident of the disfranchised District of Columbia. Over the luncheon tables at the National Press Club, whose building houses a large proportion of Washington's corps of correspondents and the headquarters of the Democratic National Committee and the American Liberty League—not to omit mention of the studios of one big radio chain and the offices of many legal advisors to radio companies —there is common agreement that President Roosevelt is far and away the most striking "radio personality" who has ever occupied either the White House or any other high federal office since broadcasting began on a national scale some 10 or 12 years ago.

Too Much Already

OF COURSE, this table talk does not disclose such unanimity of agreement on the proposition that "radio personality" will win the next election, though the conversation does bring out certain fundamental aspects of radio's current and later role as a campaigning medium that the party chieftains cannot very well ignore. These points might be summarized as follows:

1. Political oratory already is occupying far more radio time than public interest warrants, and the candidates for nomination are showing entirely too much eagerness to go on the air at such an early stage in the election game. What the public wants first and foremost on the radio is entertainment. Most listeners, especially young folk, don't regard political talks as entertainment. In this connection it is significant that a radio audience survey reported after Al Smith's recent talk showed that only 23% of a cross-section of set owners reported they had listened to his speech; after Senator Joe Robinson's reply the figure was only 19.4%.

2. The day after President Roosevelt's Jackson Day dinner address the survey showed 32.6%, which would seem to indicate that he is still the biggest audience-getter among political speakers. But except for his routine addresses and his speeches at the opening of Congress and at the Jackson Day dinner, President Roosevelt is cutting down on his radio appearances in compliance with good and sound advice (presumably of his press and radio contacting secretary, Steve Early) not to over-reach his welcome. That is why he delivered only one "fireside talk" last year as against two the preceding year and four during 1933.

3. Against the argument that the candidates are talking too much too early, there is good point in the theory that radio now and in the forthcoming campaign will thoroughly debunk issues and men. The multiplicity of partisan speeches already being heard on the air is bound to catch the ears of a large part of the public, so that definite ideas are forming in almost every voter's mind. More than that, President Roosevelt on the Democratic side and the various potential candidates on the Republican side have been heard or are being heard so often that they are becoming more or less vivid personalities to the radio audience.

This latter fact may not always be to their respective advantages for, other than President Roosevelt, few of the speakers, in the consensus here, are particularly appealing as "radio personalities". Consider some of the more prominent ones being heard these days, as judged by the reactions of radio men here whom the writer has asked for opinions. The following observations are the writer's summaries of these reactions, with a few of his own thoughts interpolated:

1. Senator Borah is undoubtedly a consummate orator, and has been compared to Henry Clay and Daniel Webster. But like Al Smith he apparently needs an audience to pep him up, at least as indicated by his recent talks. As a trained, polished orator he along with Charles Evans Hughes was the radio speechmaking bulwark of the first Hoover campaign. But lately his voice has grown somewhat cold, though his speeches are clear and incisive, and a loss of old-time vigor is detectable. Borah, it is said, intends to do nearly all of his campaigning via the radio.

2. Herbert Hoover has at last added human appeal to his speeches, is not above an occasional quip and wisecrack and has generally undergone an amazing metamorphosis from his dull speechmaking as President and presidential candidate. His friends say that leisure has enabled him to relax to his natural self, but the gossip is that he must have taken lessons in speaking no less than he must be accepting aid or advice in writing his speeches. He has become definitely an interesting personality on the radio.

3. Gov. Alf Landon has been heard least on the air of all the potential GOP nominees, and radio men are inclined to catalog his speaking manner as being as colorless as that of Coolidge. Newspapermen who know him say his conversational voice is a good one and pleasant, but on the radio it is high pitched and strident and lacks warmth. One observer called him a "cornfield speaker" who needs more training and experience in the peculiar technique of the microphone because he has not yet accustomed himself to the modern method of flinging speeches so far and wide over the land.

Needs to Relax

4. FRANK KNOX is another whose voice does not sound natural over the radio, who pitches his speech at high level and stays there, and who lets himself be carried away by flights of his own oratory. He needs to relax—to attune himself to the relaxed attitude of auditors seated in the comfort of their homes, which is the real secret of the Roosevelt radio success. His is not an unfriendly voice but it is inclined to be raspy and does not hold attention readily.

5. Senator Arthur Vandenburg is reputed to be a commanding platform orator, who writes exceedingly well (from long experience as an editor and writer) yet who can ad lib or extemporize on his feet very readily. But again he demonstrates that old-time flights of oratory are not as effective via the radio as from the platform. His speeches are so well thought out and prepared that some radio observers think he is losing much of his potential effectiveness by failing to take lessons in what they call microphone technique.

6. Senator L. J. Dickinson, despite the fact that he has spoken on the radio perhaps more often than any of the other Republican hopefuls with the exception of Hoover, is another "cornfield orator" who could stand a lot of training. His is a booming, stentorian voice that the radio control engineers have to tone down too much for his own good.

The foregoing are reactions which may be disputed in many quarters, but they are frank and honest reactions of persons rather well qualified to judge who were asked for judgments free from partisan bias. They are set down here on that basis only. There are many others who might be dissected but space limitations do not permit, though a word might be added here about Norman Thomas, the Socialist leader. The consensus about his quality of voice and speech is that, while he may lack warmth and intimacy, he is a clear and forthright speaker quite friendly in his microphone attitude but obviously more interested in appealing to reason rather than emotion. He also has been heard on the national radio more often than many people think.

Some one has advanced a theory that the frequent radio appearances of the Republican possibilities in these preconvention days is making them so well known to the American public that there is little likelihood that a dark horse will be pulled out of someone's stall, brought forward unexpectedly and nominated at Cleveland after backroom political parleys, as was done in the case of Harding. Some may not agree with this conclusion, but the fact remains that the American people, for better or worse, are getting a rather good sizeup of the candidates right now, via their loud speakers, far ahead of the conventions.

TWO LINCOLNS—Were given away by General Mills Inc. for the boy and girl winners of a contest based on three-letter words from a sentence about Wheaties, promoted on the Jack Armstrong series. Here is a Lincoln Zephyr in Los Angeles, with a KNX announcer.

Restraint by Politicians In Broadcasting Speeches Is Urged by Owen Young

WELCOMING "careful analysis" and "fearless debate" over the American radio, Owen D. Young, chairman of General Electric Co. and one of the founders of NBC, pleaded for more temperate language in radio speeches in an address on "Radio Responsibilities" at Rollins College, Winter Park, Fla., Feb. 24. Mr. Young particularly condemned recent radio speeches of Herbert Hoover, Alfred E. Smith and Senator Joseph T. Robinson, declaring that freedom of speech now depends on self-restraint in utterance.

"To these great men," he asserted, "and even to the President of the United States, all held in such wide esteem, may we not appeal for the choice word and the measured phrase, spoken with malice toward none and with charity toward all?" He stated further:

"Freedom of speech for the man whose voice can be heard a few hundred feet is one thing. Freedom of speech for the man whose voice may be heard around the world is another. We defend them both, and will to the uttermost, but we cannot be blind to the dangers of carelessness or intemperance in their use."

Communists Get Time

IN LINE with its policy of granting time to all political parties, CBS has acceded to the request of the Communist Party for a sustaining hookup for Earl Browder, the party's secretary, the night of March 5. Mr. Browder's remarks will be answered by Rep. Hamilton Fish (R.-N. Y.), bitter foe of communism, in another 15-minute period the following night.

THE VERDICT OF A CRITICAL JURY!

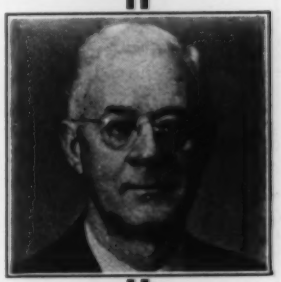
Big station directors loud in praise of the new, different

Associated
Recorded Program Service

"All of us here at The Yankee Network consider your new Transcription Library Service the best we have ever had the pleasure of listening to." (Dec. 26, 1935.)
—JOHN SHEPARD, 3rd, *President*, THE YANKEE NETWORK.

"Magnificent reproductions of fine, high-quality entertainment." (Letter of Nov. 26, 1935.)
—ALBERT A. CORMIER, *Vice-Pres., General Manager,* WIP, *Philadelphia.*

"The quality of these transcriptions stood far out and above anything we had heard. We have already sold two units to advertisers, with two options on the classical selections." (Letter of Jan. 2, 1936.)
—WALTER DAMM, *Manager,* WTMJ, *Milwaukee.*



"It is without doubt the finest recording service we have ever heard and the staff here at WHEC is delighted. We have had a host of critics of good music listen in and find they are deeply impressed with the fidelity and tone quality." (Letter of Dec. 27, 1935.)
—CLARENCE WHEELER, *Managing Director,* WHEC, *Rochester, N. Y.*

"The audience reaction is most enthusiastic. The tone quality and selection of materials are all that you claimed." (Jan. 9, 1936.)
—DONALD WITHYCOMB, *General Manager,* WFIL, Philadelphia.

The producers of ASSOCIATED RECORDED PROGRAM SERVICE naturally are gratified by such high praise from such a critical audience. The Associated Library already includes more than 1500 titles—fresh, diversified, lasting! Recorded by Western Electric Wide-Range Vertical Cut (Hill and Dale) under license by Electrical Research Products, Inc. And pressed on VINYLITE—the material with the quieter surface. Write for new illustrated brochure—just off the press.

Produced by

ASSOCIATED MUSIC PUBLISHERS, Inc.

**25 WEST 45th STREET
NEW YORK CITY**

RCA to Have Experimental Television In Month or Two, Without Cable Tie-up

PARALLELING the British, German and Russian progress in television, RCA will have its experimental ultra-short wave visual broadcasting transmitter atop the Empire State Building in New York City in operation for initial field tests "within a month or two" according to the annual report of the company for 1935 mailed to all stockholders Feb. 21. The field tests, which would begin in latter March or April, are expected to disclose to RCA's engineers the transmission and reception possibilities of RCA's television system in the New York area. "Looking in" by the public is not planned until the tests are well under way, only RCA engineers and officials with special test apparatus being designated to pick up the signals.

With two television systems starting in London in May, according to present plans, the acceptance of television by the British audience and the success of the RCA tests are expected to point the way to the future adaptation of television on a commercial scale in this country. One of the British systems, that of Electric & Musical Industries Ltd. (Marconi), in which RCA sold its large stock interests last year, is closely akin to the system of 343-line images developed by RCA under the direction of Dr. Vladimir Zworykin, who is now in London studying the British projects.

[An eyewitness description of RCA's television developments, as seen in its Camden laboratories by a staff member of BROADCASTING, was published in the Dec. 15, 1935, issue of BROADCASTING, together with comparisons with the British system.]

Pointing the Way

THE FACT that tests are about to begin in New York City, states the RCA annual report, does not mean that television is already at hand in this country. But it definitely points the way to the possible inauguration of television services locally at least in that city, with network television to develop later as the new coaxial cable (one of which has already been laid in Germany) can be expanded. It is significant that the RCA report states that the transmitter on the Empire State Building will be connected *by radio* with the television studio now under construction in the NBC plant in Radio City, which indicates that short waves rather than cable will be used at the outset to link studio with transmitter.

"It will be necessary to coordinate a number of important elements," states the report, "before television on a regular basis of service can be established. For example, it will have to be determined how far the transmitter can send good television pictures; also with what consistency and regularity pictures may be transmitted with the system in its present state of development. We must investigate and define the possibilities of the television camera for indoor and outdoor pickup.

"These are the essential pioneering stages in the development of an art in which considerable expenditures must be made for research before returns can be expected," the report continues. It is recalled, however, that David Sarnoff, in announcing last year that $1,000,000 has been allocated for the Empire State tests, reasserted his conviction that American television progress is ahead of that of any other country in the world despite the fact that this country is making slower speed in introducing television to the public.

"As the work goes on, it may be necessary to return to the laboratory, from time to time, to seek the solution to practical problems encountered in the field. But the RCA experimental television project is proceeding on schedule, and your management is confident that it will continue to progress at an encouraging rate.

"It is, however, evident that, regardless of the progress in this direction, the present system of sound broadcasting remains the fundamental service of radio communication to the home. While television promises to supplement the present service of broadcasting by adding sight to sound, it will not supplant nor diminish the importance and usefulness of broadcasting by sound."

The RCA report credits the company with contributing to the general revival of business activity, showing a gross income from all sources of $89,228,898, as compared with $78,756,994 for 1934, an increase of 13.3%. The net profit after all charges was $5,126,286 for the year, giving RCA an earned surplus as of Dec. 31, 1935, of $12,401,099 for the year. The report does not break down revenues sources by subsidiaries, but it is known that NBC accounted for well over $30,000,000 of RCA's gross.

When Juries Are Hung

A TAMPA, Fla., grand jury, unable to agree as the evening wore on, decided to take a walk. They ended up in the new WFLA studios in the Tarr Bldg., where they were locked up again to hear a local amateur show sponsored by IGA stores. Their vote on the amateurs was not announced but their verdict, reached later in the studio, was made public in time for the morning papers.

Promoting New England

NEW ENGLAND COUNCIL, Boston (vacation information) will start a musical program on WEAF, New York, April 2, at 7:45-8 p. m., for 13 weeks. The Council is supported by the six New England states and the program will promote New England as an ideal summer vacation-land. Guest speakers will appear on each program and Frank Crumit is expected to be master of ceremonies. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

TO SOUTH CAROLINA'S LARGEST CITY

WCSC

Brings **FULL TIME N.B.C.** Service

Begining **MARCH FIRST**

Together, WCSC and its sister

Station WIS in Columbia

deliver N.B.C. Service to

44 of the State's 46 Counties.

WCSC, CHARLESTON

South Carolina

J. DUDLEY SAUMENIG, MANAGER

FREE JOHNS & FIELD INC. NATIONAL REPRESENTATIVES

50,000
WATTS

750 KILOCYCLES
CLEARED-CHANNEL
C. B. S.

WJR THE GOODWILL STATION

MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
PRESIDENT

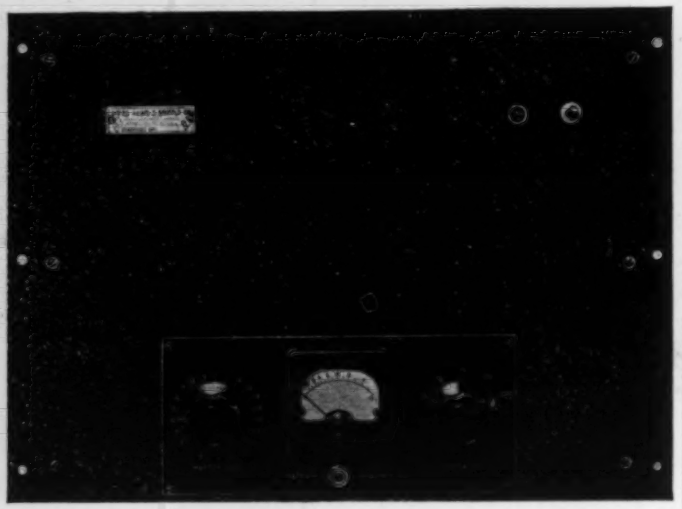
DETROIT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

XUM

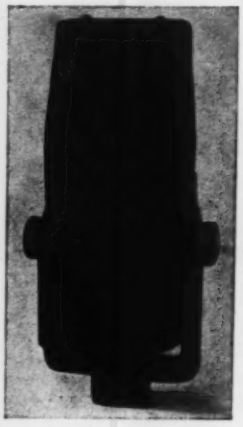
The New GATES 106-C
Studio or Station Amplifier



The new Gates 106-C line amplifier offers the broadcaster an equipment that will assure him of positive high fidelity transmission. With a response curve that will not vary over one decibel from 25 to 13,000 cycles and a distortion content less than 3% at plus 22 decibels plus a 75 Db. gain amplifier, self contained level indicator, all A.C. operation with power supply also self contained and pure humless output at any level the 106-C becomes the year's best equipment buy.

The 106-C uses full chassis construction, wiping contact controls, Weston meter equipment and supplies excess current for plate and filament supply to as many as four pre-amplifiers.

As usual GATES moderate prices prevail and the 106-C is tagged at $180.00 complete with matched tubes.



GATES MODEL M
Velocity Microphone

No finer microphone is made than the GATES Velocity Model M. Has output of —62 decibels at 10 bars pressure. Response flat within 2 Db. from 30 to 10,000 cycles. Grill is chrome finished with castings in baked black. Supplied with swivel, suspension bracket, 20 feet of cable and locking type plug and socket. Catalog net price to broadcasters—$55.00.

Gates Radio & Supply Company

Manufacturing Engineers Since 1922

Quincy, Illinois, U. S. A.

Pretty Girl Radio Engineer

ANOTHER field once dominated by man has been conquered by woman —this one only 18 years old and actually working at her chosen profession. She is Eleanor Thomas, a mathematical genius for a girl, excelling in the intricacies of wave lengths and kilocycles who found life on a college campus too prosaic. She has just been graduated in radio-television engineering at First National Television Inc., Kansas City, and holds the post of assistant engineer in charge of the control room at W9XBY. She is the youngest member of her sex to pass the difficult FCC examinations for a first-class license, and is authorized to operate any television or broadcast station in the United States.

LESS DANCE MUSIC
Being Heard on NBC Sponsored Time, Analysis Shows

DANCE music on NBC sponsored programs has declined to a new low point, amounting to only 8.2% of time, while drama is going up in public favor, NBC announces in an analysis of December sponsored programs. Program content also shows a decrease in the music classification as a whole.

Percentage of music in December, 1935, amounting to 42.8% of the total commercial program time, was divided as follows, with comparison for December, 1934, when it amounted to 51.3%; opera, 0 hours in 1935, 9 hours 32 minutes in 1934; operetta, 8 hours 45 min. compared with 4 hours 10 min.; classical, 26 hours 47 min. and 13 hours 58 min.; semi-classical, 21 hours 11 min. and 24 hours 51 min.; light, 85 hours 42 min. and 76 hours 18 min.; dance, 33 hours 44 min. and 88 hours 20 min.

Other types of sponsored programs in December, 1935, and December, 1934, compared as follows (percentage of total time): Literature, 31.1 and 29.4; lectures, .4 and 2.1; special events, .7 and 0; current topics, 5.7 and .3; women's, 4.1 and 1.1; children's, 7.6 and 5.8; physical training, 0 and 4.9; novelty, 7.6 and 5.1.

COUGHLIN SPEECH TRANSCRIPT ASKED

A "DEMAND" that all stations carrying the Sunday broadcasts of Rev. Charles E. Coughlin, militant radio priest of Detroit, keep stenographic or transcribed records of his talks for detection of possible extemporaneous utterances not contained in the prepared addresses will be made by Rep. O'Connor (D, N. Y.), he announced Feb. 18 in the House.

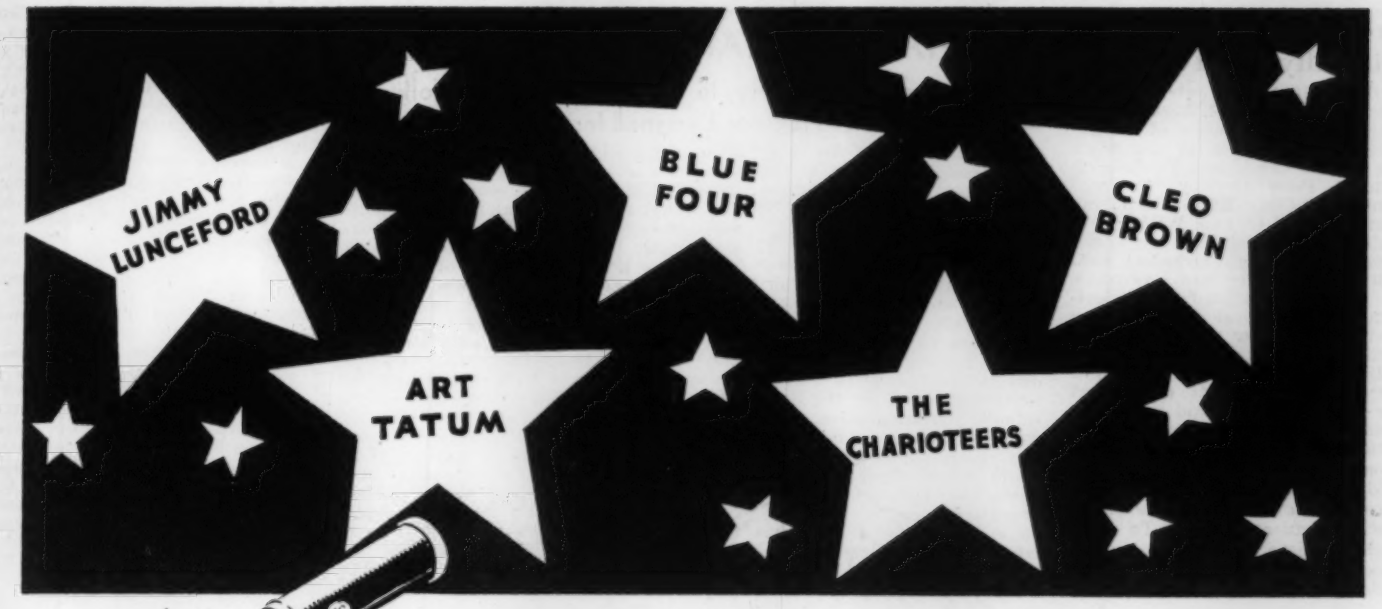
Rep. O'Connor precipitated a front-page furore when he threatened to "kick" the radio priest from "the Capitol to the White House" for allegedly slanderous remarks made in his broadcasts. The Congressman, however, apologized for certain of his remarks but maintained that clergymen should not inject themselves into politics. Other members of the House took up the attack upon the priest who broadcasts over an independent network.

In his House speech Feb. 18, apropos of radio, Rep. O'Connor said that on Feb. 2 Father Coughlin "referred slanderously to me and other members of the House, including our beloved Speaker and the President of the United States." The "advance copy" of the Coughlin speech, he declared, did not even contain mention of his name. Thereafter, he declared he received a stenographic copy in which "my name was mentioned so slanderously. Later I obtained the printed pamphlet with the imprimatur of Bishop Gallagher, of Detroit, giving the speech as finally revised. Strange as it may seem, all three speeches were different. There was nothing slanderous or libelous about me in the advance copy or in the final copy."

"That situation," continued Rep. O'Connor, "raises a serious question about which several people have recently conferred with us, as to what the public has as to the spoken word over the radio. There is no law, as I understand it, and there is no regulation of the FCC requiring an official transcript of what is said on the radio so that any person interested may know the truth. In anticipation of further attacks on me, I intend to notify the radio stations over which Father Coughlin broadcasts that I demand a stenographic report of his speech be made available to me, and that I shall hold them responsible for any slander of me."

In connection with the O'Connor demand, there was some indication that steps might be taken to force all stations either to keep stenographic records or transcriptions of all controversial and political addresses. The matter, however, is not now officially before the FCC and no legislation to this end has been introduced in Congress. Because of the hardship such a regulation would impose upon smaller stations, it is felt the FCC would be inclined to favor a hearing on such a rule, if one is proposed.

NBC has issued a striking brochure telling the story of the promotion of radio-advertised goods by Trask, Prescott & Richardson Co., Erie, Pa. department store (see BROADCASTING Feb. 1). Sales data, merchandising methods and numerous illustrations are covered.



"Oh Professor — look at all the Big

NEW STARS

in the STANDARD RADIO *Constellation!"*

How they shine!

Yes—they shine even in the brilliant company in which they find themselves—the star-studded array of "stand-out" orchestras, soloists and novelty groups in the Standard Library!

The BLUE FOUR, headed by the one and only JOE VENUTI—he of the famous "hot" violin—only recently featured on Bing Crosby's new series! CLEO BROWN, dusky songstress—also spotlighted on the Crosby show! ART TATUM—gifted and popular pianist—JIMMY LUNCEFORD and his great orchestra—and the CHARIOTEERS, a group of colored singers who set a new standard for original arrangements and impressive harmony!

Constantly enriched with sparkling new talent, painstakingly recorded by RCA Victor on quiet life-like Victrolac records—is it any wonder that station after station has been added to the long list of Standard Library subscribers? May we send *you* complete information and prices—not only on the Standard Library, but on Standard's many special features?

SUPER SOUND EFFECTS

Soon! A brand new library of sound effects—*guaranteed* to be superior to anything on the market! Better subjects, better recording, Victrolac pressings!

●

WATCH FOR ANNOUNCEMENT!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

Crosley Sees Program Difficulty for Television

ADDRESSING approximately 700 leaders of industrial, business and transportation agencies of Cincinnati and the nation at the meeting of the Cincinnati Traffic club Feb. 11, Powel Crosley Jr., president of Crosley Radio Corp., operator of WLW and WSAI, predicted a dubious future for television, even though technical difficulties eventually are overcome. He said the question facing television after technical difficulties are overcome is "how to entertain the audience?"

Declaring there is not enough of pictorial news events to interest the public, Crosley said the public soon would tire of watching a dance orchestra or radio stars broadcast. The radio listeners, he said, will want to see drama or pictures similar to those shown in motion picture theaters. To make such a picture requires several months and many thousands of dollars, he declared.

WHAT GOTHAM CHILDREN LIKE

Children's Aid Society, in Survey, Finds Young Folk Prefer Programs Designed for Adults

CHILDREN do not listen to radio programs directed their way, according to a survey conducted recently by Children's Aid Society, New York, among 700 boys and girls between the ages of 11 and 16. In fact 92% of the boys and 80% of the girls who filled out questionnaires stated that they liked adult programs best, with comedians as their favorites.

The Society assigned each club director in the seven recreational centers operated by the Society to submit questionnaires. Children were selected at random. Club directors refrained from coaching while questionnaires were being answered. The Society, which was organized some 80 years ago, has an enrollment of 10,000, has two recreational centers in Harlem, two in the Italian section around Washington Square, one in the Czechoslovakia section, and two whose membership is mixed.

Results of the survey revealed that the favorite among these children was Eddie Cantor (Pebeco), with Burns & Allen (Campbell's tomato juice), Jack Benny (Jello-O), and Dick Powell (Campbell's soup), all tied for second place. The only child program to garner enough votes to be mentioned is the *Dick Tracy* transcription series (California Syrup of Figs) on WOR, Newark. Next came *Witch's Tale*, a sustaining program on WOR. Major Bowes' was next, children saying they liked to hear the performers get the gong. Serials about G-Men were desired by a number of boys.

Fourteen per cent of the youngsters said they liked radio not because it helped them in their civics courses in school but for special reasons. An Italian girl "liked to hear news on the radio because she was sure of not reading or hearing something she shouldn't." Another child, a Harlem boy, said, "I like radio news because I don't have to go into the strets to hear any news."

A strange feature of the survey is that only one, Jack Benny, of the top selection was included in the questionnaire list of possible programs that the children might like. The children also stated that they listen to radio programs for about two hours a day, with girls spending more time listening.

The 700 questionnaires showed stations to which they listen in this order: WABC, WOR, WJZ, WEAF, WNEW, WHN, WMCA. WABC was the favorite due largely to the large vote cast for Eddie Cantor, Dick Powell, and Burns & Allen, all CBS programs. The *Witch's Tale* and *Dick Tracy* made WOR the next favorite. Jack Benny was the only top selection heard on NBC networks. WHN and WMCA were tied.

A number of the children said they wanted more sports programs on the air and they listed their desires in this order: Boxing, baseball and hockey. Others expressed a desire to hear more programs that deal with science, stories about nature and, possibly due to their foreign parentage, wanted more programs from other countries.

The majority of these children are allowed to stay up later at night than is customary in homes of the higher income brackets, which may be a factor in their selections of adult programs.

LEADERS

In The Pacific Northwest

KOMO - KJR

NBC RED NBC BLUE

Reaching a New Peak in Entertainment

Complete NBC Service

Commercial and Sustaining Programs

on Both Stations

PLUS

The Finest Local Programs

Produced in the Pacific Northwest

To Completely Control The

PUGET SOUND MARKET

Use Both

KOMO - KJR

Seattle's Pioneer Radio Stations

National Representatives

EDWARD PETRY & CO.

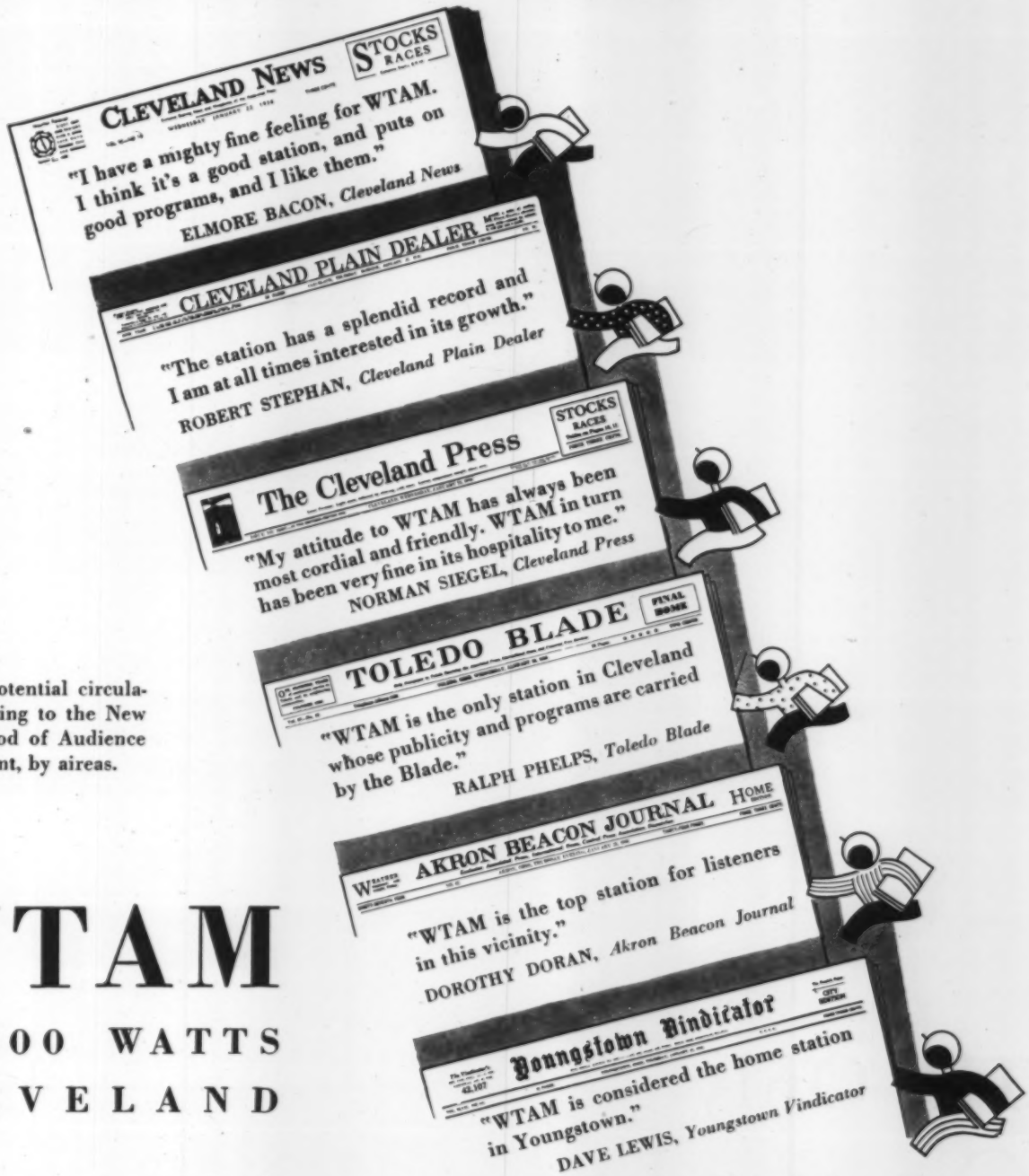
Los Angeles Disc Firm Encounters Legal Snags

TRANSCONTINENTAL Broadcasting Co., of Los Angeles, which precipitated itself into both the transcription and music copyright fields a few months ago, became embroiled in litigation in Los Angeles in February in connection with the operations of its promoter, Bayard W. Weibert. Weibert was being held in custody of Los Angeles authorities over alleged stock deals with prominent Los Angeles citizens on the Transcontinental project and in connection with Transigram, a predecessor company which folded up.

In January, Transcontinental offered to stations 200 transcribed numbers, copyright free, at 60 cents per number, which it stated would be the beginning of a transcription library. So far as known, no deliveries have been made. Transcontinental had launched a "wax chain" project seeking to line up stations throughout the country on both a programming and sales proposition.

According to Los Angeles reports, Weibert was confined in Los Angeles city jail for a week until Feb. 19 when an official complaint was issued by the district attorney's office. The complaint charged him with eight counts of grand theft and five of violation of the California corporate securities act. He was arraigned, with bail fixed at $7,500, and the preliminary hearing set for March 2 in Los Angeles.

The Press speaks for the 1,017,600 WTAM radio families* throughout the Great Northern Ohio Market:


CLEVELAND NEWS
STOCKS
RACES
"I have a mighty fine feeling for WTAM. I think it's a good station, and puts on good programs, and I like them."
ELMORE BACON, Cleveland News
CLEVELAND PLAIN DEALER
"The station has a splendid record and I am at all times interested in its growth."
ROBERT STEPHAN, Cleveland Plain Dealer
The Cleveland Press
STOCKS
RACES
"My attitude to WTAM has always been most cordial and friendly. WTAM in turn has been very fine in its hospitality to me."
NORMAN SIEGEL, Cleveland Press
TOLEDO BLADE
FINAL
HOME
"WTAM is the only station in Cleveland whose publicity and programs are carried by the Blade."
RALPH PHELPS, Toledo Blade
AKRON BEACON JOURNAL
HOME
"WTAM is the top station for listeners in this vicinity."
DOROTHY DORAN, Akron Beacon Journal
Youngstown Vindicator
"WTAM is considered the home station in Youngstown."
DAVE LEWIS, Youngstown Vindicator

* WTAM's potential circulation according to the New NBC Method of Audience Measurement, by aireas.

WTAM

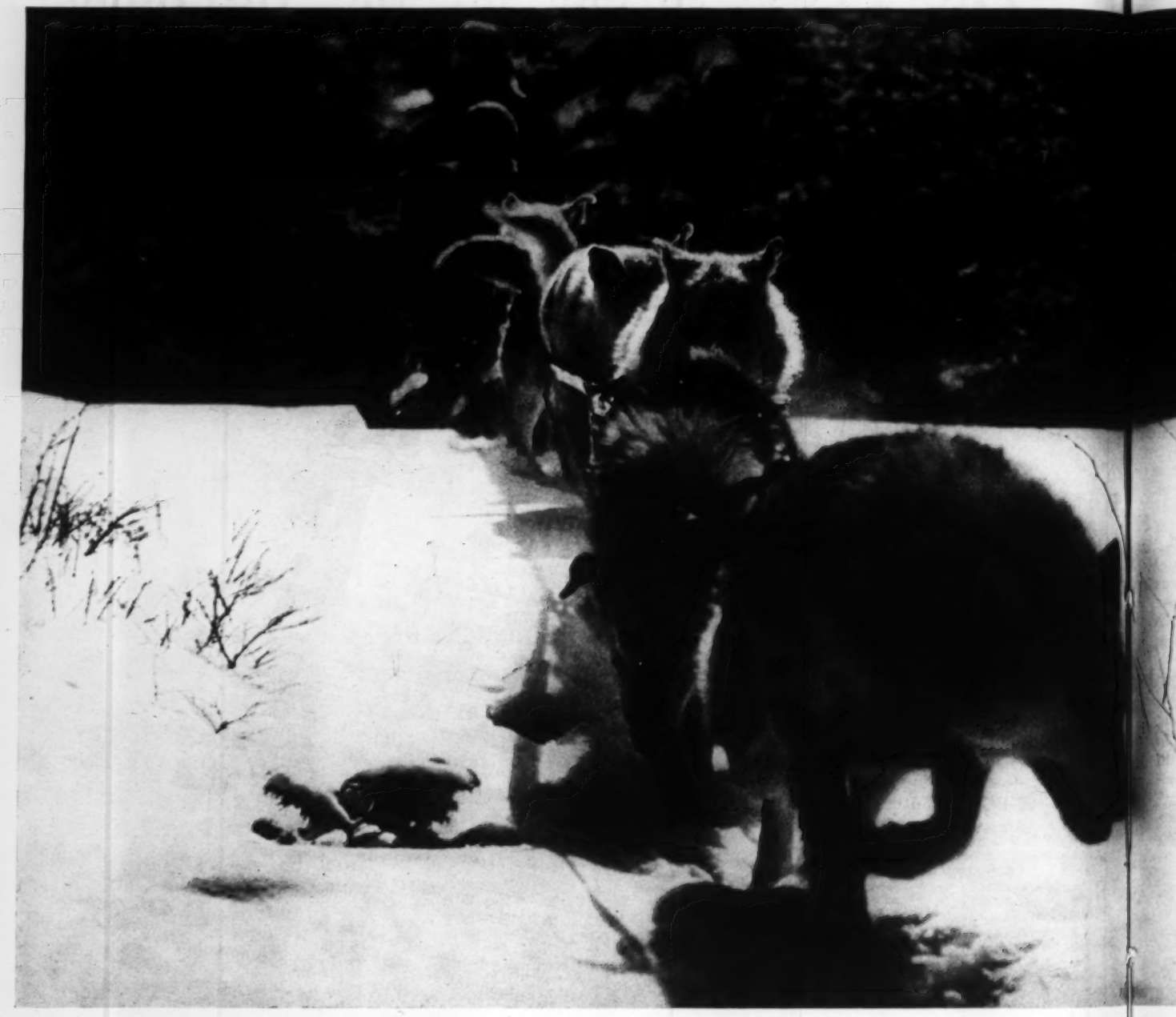
50,000 WATTS

CLEVELAND

WTAM is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KPO, KGO,** San Francisco

NBC Thesaurus Recorded Program Information Available At All These Stations

Breaking new trails — for ta



The Only Complete Service of Its Kind

World Program Service

1. WIDE RANGE RECORDINGS, using Western Electric vertical-cut developed in cooperation with the Bell Laboratories. 2. WIDE RANGE REPRODUCING EQUIPMENT, with pick-up matched with recording equipment. 3. CONTINUITIES, expert, fast, and vivid, provide for every minute and may be used in whole or in part. 4. FILING CABINETS designed to keep recordings in perfect condition and ready for instant use. 5. CROSS REFERENCE, a unique system for combining any numbers for any variety of program, quickly and easily.

r tations and advertisers!

WORLD PROGRAM SERVICE, *the only complete transcription library service,* pioneers the way to new sources of income for radio stations. It is a leader because it "has what it takes" to stay out in front—ahead of the pack. What is the secret of this leadership of World Program Service? Simply this. IT HAS BEEN CREATED BY SPECIALISTS WHO HAVE DEVOTED YEARS TO BRINGING IT TO ITS PRESENT STATE OF EFFICIENCY. IT IS NOT A SIDELINE.

Experience—Skill—Specialization

These things make a leader. Just as it has pioneered in every other phase of electrical transcriptions, World led the way with the original transcription library. There is no short cut to success in this specialized field. Even the equipment provided by World Program Service required years of devoted effort to perfect. Consider these facts:

1. World Program Service contains over 1200 units—the only complete service of its kind. It takes years to build a library like that!

2. Subscribers to World Program Service receive new selections, including latest hits, released at the rate of FORTY-EIGHT per month.

3. The latest method of Vertical Recording, developed by Bell Laboratories sound experts, gives true Wide Range reproduction.

4. Wide Range reproducers designed by Western Electric engineers, with matched pick-up, provide unequalled balance and quality.

5. Equipment installed and maintained by large field service organization of Electrical Research Products, Inc. (ERPI)

6. The number of subscribers to World Program Service increased 39% in 1935 over 1934. There are now 144 leading outlets in nearly every important market.

7. The number of playing hours provided these stations increased 66-2/3% in 1935, with another 50 percent increase announced for March 1st.

8. More than 100 individual artists and musical organizations constantly contribute to World programs, offering a wide variety of entertainment.

9. Subscribing stations, through World's publicity, advertising and sales efforts, are actively represented for national "spot" campaigns.

10. World Program Service has solved the sustaining program problem for dozens of stations.

11. It offers the first practical solution to the talent problem of the local advertiser, giving him top programs at nominal cost.

12. This means increased time expenditures, many new accounts, *more revenue for radio stations.* (35% increase in local transcription sponsorship in 1935—See NAB Reports)

These are the features that constitute COMPLETENESS in a transcription library service. They are ALL present only in World Program Service. The ability to lead, to set the pace, to break fresh trails into new and richer territory—this demands the skill and experience of the specialist.

World, the leader, is likewise the choice of leaders. Stations like WOR, WGN, WCAU, and KNX, among others, are subscribers. By the same token, many national advertisers direct their business to stations which use World Program Service, because they know that these stations are progressive, well-equipped. Leaders themselves, they recognize the leadership of World Program Service in the field.

Your station can benefit by these advantages, can maintain and increase its own leadership. *Keep out in front with World, the only complete transcription library service.*

Full information on request. Write or wire TODAY.

50% Increase Now Effective

Beginning March 1st World Program Service steps up its weekly releases 50%: Each subscriber gets the complete library of 1200 units plus 48 additional releases each month, comprising the newest hit songs, a wide variety of popular favorites, and standard numbers in every musical classification. This is a 50% increase of service with no increase of cost. This great saving to you is the direct result of success and popularity.

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WORLD BROADCASTING SYSTEM, INC.

711 FIFTH AVENUE NEW YORK, N. Y.

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Offices also at: 423 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, California

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J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

It Can't Happen Here

WHATEVER way the wind blows politically, broadcasting by the American Plan appears safe. We gather this from the unequivocal statements of chieftains of both the Democratic and Republican parties — Chairman Farley and House Minority Leader Snell.

Naturally, there was never any doubt in our mind about the soundness of the American system of operation by private initiative. But we have been a little disturbed lest broadcasting and its future become a political issue because of its mass appeal and sensitiveness to public reaction. Both political parties, it now appears, are wise enough to see the dangers of making broadcasting itself a campaign issue. They now come forward as 100% boosters of the present system, although the Republicans might seek some modification of existing law. The party leaders assert their confidence in the structural status quo despite efforts of reform elements to bore in with government or quasi-government operation plans.

All of the current talk about freedom of the air, in our opinion, amounts to mere political and publicity by-play, to be expected in a campaign year. It isn't destined to get anywhere. There is freedom of the air. Until that freedom is really endangered there is no need to agitate or become alarmed.

Out of all the furore aroused about broadcasting, politics, freedom of the air, etc., at least one good thought has been advanced. That is the view of Gov. Landon that the FCC should have life members. We think Gov. Landon's idea is sound. Assuming that the right men are selected—outstanding men in public life and in radio—the appointment of life members of the FCC should serve to bring about an ideal regulatory situation, including the logical three-year license system for broadcasting stations. Several members of the present FCC, we believe, are qualified to sit on a "Supreme Court" of communications.

Grand Old Men

TWO of technical radio's grandest old men passed away during the last fortnight—Hiram Percy Maxim, the noted inventor, and Charles H. Stewart, retired businessman of St. David's, Pa., president and vice president, respectively, of both the American Radio Relay League and the International Amateur Radio Union. Both were ardent champions of the rights of the "hams", whose army of hobbyists and tinkerers has grown to about 40,000 in the United States and perhaps another 20,000 in the rest of the world since Hiram Maxim founded the ARRL about a generation ago. It is needless to expound on the value of hamdom's contributions to radio, especially their pioneering first of the shortwaves and now of the ultra-shortwaves. The place of the "ham" in American radio is now firmly fixed largely as a result of their efforts and they died leaving a legacy of real contribution and sincere affection such as it is given to few to merit on this earth.

A Restraining Hand

THE DAVIS Amendment, the most controversial piece of radio legislation ever adopted, appears to be on the way to repeal. Those who remember the first days of the Radio Commission will well recollect the storm of protest over the provision, which required allocation of facilities according to population and without regard to the physical capacity or incapacity of certain areas to accommodate facilities.

The clamor for repeal persisted until the Communications Act of 1934 was adopted, providing for indiscriminate licensing of 100-watt stations without regard for the quota system that was created under the Davis Amendment.

Now we look with some misgiving upon the impending repeal of the Davis Amendment. It served a good purpose because it prevented the indiscriminate licensing of new stations. It appears now that saturation has just about been reached in the broadcast band and that few additional stations can be licensed. With the repeal of the Davis Amendment the FCC will find itself with a new power to allocate and license. We hope it will use that power judiciously and with an infinite degree of caution. Failure to do so might undermine the whole broadcasting structure as it has grown up during the last 15 years.

The FCC should use a restraining hand in parceling out any increased facilities, if and when the amendment passes. It should turn a deaf ear to the entreaties of those motivated purely by the desire to get something better without regard for the technical limitations. It should pay no attention to political demands along that line. It should consider the economic capacity of the area to accommodate the additional facilities. Only on that basis can the repeal of the Davis Amendment be productive of good rather than evil.

The RADIO BOOK SHELF

THE CONCLUSION that the conventional broadcast antenna supported by two towers, as used in the past, is definitely outmoded by the single vertical radio, or in special cases by a combination of vertical radiators in a directional array, is reached in a technical paper on "The Broadcast Antenna" published in the January Proceedings of the *Institute of Radio Engineers*. The co-authors are A. B. Chamberlain, CBS chief engineer, and W. B. Lodge, of the CBS research staff. They confine their article to the broadcast band from 550 to 1500 kc. only, emphasizing the actual field results obtained with tower radiators.

RADIO can talk about good books, but not give them, says *The Saturday Review of Literature* in an editorial Feb. 15 belitting the oft-heard prophecy that radio will put an end to good reading. The magazine says, however, that radio may do a great deal to restore good reading, which it says suffers more from diffusion than from lack of material. In addition, it is predicted that radio will take over much of the lighter reading, leaving better books to a freer field to attract good readers.

DR. HERMAN HETTINGER'S discussion of *Some Fundamental Aspects of Radio Broadcasting Economics*, in which the University of Pennsylvania economist goes into various aspects of commercial broadcasting, has been reprinted in booklet form by the NBC from the 1935 autumn number of the *Harvard Business Review* in which it was first published.

Stirring Up the Cats

NO HARM, and perhaps some good, came out of Boake Carter's series of interviews on "Broadcasting and the American Public". CBS very wisely prevented the series from becoming a mere blurb for Philco by assigning Carter to a sustaining period rather than permitting him to utilize his Philco-sponsored time. There was complete unanimity on the part of those interviewed—Postmaster General James Farley, Rep. Bertrand Snell, David Lawrence, Dr. James Francis Cooke, O. H. Caldwell, William Green and George H. Payne—that the present system of radio is doing a good job, that it is preferable for Americans to the European system of government operation, that freedom of speech on the air must be maintained.

Frankly we saw no reason for "stirring up the cats" in these heated political days and we felt that Mr. Edward Bernays, as Philco's public relations counsel, should at least have consulted with the NAB and the Radio Manufacturers Association before undertaking this series, since the NAB knows the pulse of the broadcasting industry better than he possibly can. Nor can we for the life of us discern why he chose Mr. Payne as the FCC spokesman in the series when there are at least five other members of the Commission who by reason of position and past experience were far better qualified to talk on broadcasting problems than a mere publicity-hungry minority member of the FCC's telegraph division who has practically nothing to do with broadcast regulation.

We Pay Our Respects To —

WILLIAM ALMON FAY

IF RADIO'S inaugural squeals had been delayed another decade, William Almon Fay—Bill to all of you, for he neither uses the middle name nor the initial—might today be a bass fiddler or a piccolo player instead of manager of upper New York State's big 50,000-watter, WHAM, Rochester, which has just celebrated the ninth anniversary of its acquisition by the Stromberg-Carlson Telephone Mfg. Co. For the chief executive of WHAM once pictured his ideal career as one spent in an orchestra pit, with diversions galore just overhead.

A non-conformist always, Bill Fay is credited with having given WHAM the character it enjoys as one of the country's most distinctive broadcasting institutions. Yet there are folks backs in Hartland, Conn., where he was born Nov. 9, 1899, who still shake their heads when the Fay boy is mentioned. He often skipped classes in his grammar school days, but not to go fishing. Like other hookey players he got caught sitting beside the creek with a string of trout—but the fish were purely incidental. He was there to practice on his piccolo.

Years later, the piccolo mastered, he ran away from home while attending high school in Oneonta, N. Y.. whither his family had moved. After they had spent a week frantically searching for gypsies and circuses, Fay hitchhiked back to town, his savings left behind in a Manhattan music store. Over his shoulder was a dusty bass viol. Before he was 16, he was earning enough with the instrument to pay for voice lessons.

There followed somewhat prosaic years pursuing courses in higher education at the state normal school and at Albany Business College; then a year as a chief dispatcher's clerk for the Delaware & Hudson R. R. at Oneonta. and a term as accountant for the Otis Elevator Co. at Albany.

In 1923 the tedium of meaningless figures combined with the restlessness of spring to make desk-bound existence unbearable. With characteristic independence he resigned, packed his belongings and set off to join a traveling production of "S. S. Pinafore". Held over in Schenectady, he visited WGY, sang for Kolin Hager, and wired the opera company to delete his role or find another baritone.

At WGY Fay devoted a few months to organizing a radio opera company and treating radio fans to entertainment hitherto unparalleled. That satisfied his "bass fiddle instinct", but the deposed accountant training rebelled at the sight of so much money being cast upon the waters. So abetted by Hager and A. O. Coggeshall, Fay induced the Beech-Nut Packing Co. to risk a portion of its budget on air advertising. The contract signed, he arranged the program and sang as one of the "Beech-Nut Harmony Twins" for over a year.

It was while at WGY that Bill Fay met Mildred Nadler. They were married in Amsterdam, N. Y., in August, 1924, destined, as he now knows, to have at least two children. Bill Jr. is nine, a minature edition of his idolized father, and tiny Julie Ann, a three-year-old miss of the type agencies use to beautify their advertising.

In 1927, I. R. Lounsberry, then of WMAK, Buffalo, found himself in need of a program manager. Being familiar with available material through his connection with the once famous New York State Network, he sent downstate for William Fay. In Buffalo Fay had enviable success in building prestige for his station through his daily broadcasts of International League baseball games during the seasons of '27 and '28. On the occasion of the opening of the Peace Bridge between Buffalo and Fort Erie, Ontario, Canada, he introduced the then Prince of Wales to the radio audience.

Meanwhile Stromberg-Carlson Co. had in 1927 taken over WHAM in Rochester and likewise was urgently in need of a program director. Again the New York State Network entered the picture. WHAM was affiliated with that chain, and E. A. Hanover, Stromberg-Carlson vice president in charge of broadcasting activities, knew of Fay's success in Schenectady and Buffalo. Fay entered Stromberg's employ in August, 1928.

Ever a diplomat, and an organizer and executive by virtue of his pioneering in the new art, William Fay met the precise requirements of Stromberg-Carlson and in 1929 was elevated to the managership of the then 5,000-watt station.

For three years WHAM progressed as Fay interpreted the industrial ideals of Stromberg-Carlson, shaking off the station's provincialism, crusading for higher ideals in the radio business, disdaining the allure of "easy money". The Stromberg company did it the "hard way", but 1933 brought a reward in the form of permission to use higher power. In March of that year WHAM went to 25,000 watts, and ten months later to the Valhalla of radio men — 50,000 watts.

It is not Fay's weakness to talk company business for publication, but it is generally known in the industry that WHAM came through the depression without retrenchment. More eloquent than any narration of Fay's originality, aggressiveness and ability is the sincere testimony that 38 staff members appreciate the genius which carried them through the depression with ranks unbroken.

Radio is Bill Fay's chief interest, although he finds time for the game of squash and for his avocation of Boy Scout Commissioner. He is a Mason and is active in Rochester Advertising Club affairs. He is one of those chaps who detests pretense, demands and gets loyalty.

PERSONAL NOTES

J. DUDLEY SAUMENING, formerly manager of WNOX, Knoxville, Tenn., has been appointed manager of WCSC, Charleston, S. C., with Hugh Deadwyler, former manager, becoming field representative of both WCSC and WIS, Columbia, S. C., which is under the same ownership. Frank Shepard of the WNOX sales staff has joined the commercial staff of WCSC.

CARL FRITZ, formerly director-announcer of WSUN, St. Petersburg, Fla., on Feb. 1 became commercial manager of WATL, new station in Tallahassee operated by Gilbert Freeman, publisher of several Florida weeklies.

NEIL TUTTLE, formerly of WGN and WBBM, Chicago, has joined the sales staff of WNOX, Knoxville, bringing the sales staff to five.

MOTT Q. BRUNTON, president of Julius Brunton & Sons Co., which operates KJBS, San Francisco, has been named foreman of the San Francisco grand jury for the next six months.

ROBERT J. SMITH, formerly with Hicks Adv. Agency in New York, has joined WFAS, White Plains, N. Y., as director of development, which includes promotional activities.

PARKER WHEATLEY, recently an account executive with Aubrey, Moore & Wallace, has joined the staff of the University Broadcasting Council, organization set up by Chicago, Northwestern, and De Paul universities to experiment in the field of education by radio. Mr. Wheatley was previously program director and assistant manager of KYW.

J. LEONARD REINSCH, commercial manager of WHIO, Dayton, was married in February, the station's first anniversary, to Miss Phyllis McGeough, of Chicago. They spent their honeymoon in New Orleans.

FRANK KELLY, publicity director of WHAM, Rochester, has been promoted to sales director, effective March 1.

BERT A. PHILLIPS, for the last two years an account executive at KHJ, Don Lee network station in Los Angeles, has been made commercial manager of KFRC, San Francisco. He succeeds Owens Dresden, who was recently appointed manager of KHJ. Phillips has a background of nearly a decade of commercial radio experience. He was radio committee chairman of the Los Angeles Junior Chamber of Commerce for 1934, and chairman of that committee for the U. S. Junior Chamber of Commerce in 1935.

HARRY W. WITT, manager of KGB, San Diego, on March 1 is to be transferred to KHJ, Los Angeles, as sales manager, replacing Bert A. Phillips, transferred to KFRC, San Francisco, in a similar capacity. Robert K. Huston, KGB sales manager, has been elevated to the managerial post.

BARKLEY SHROEDER, for the last five years publicity director of WLW-WSAI, Cincinnati, and prior to that on the news staffs of Cincinnati newspapers, has become promotion director for the Duluth (Minn.) Chamber of Commerce.

C. L. JEFRY, formerly with West Coast stations, has joined the sales staff of WLBC, Muncie, Ind.

PHIL J. MEYER, owner of KFYR, Bismarck, N. D., and Mrs. Meyer are vacationing in the South and Southwest and plan to return to Bismarck about March 10 after a month's trip.

NORMAN BANKS, of 3KZ, Melbourne, Australia, arrived in Los Angeles in February and planned to include Mexico City and New York in his itinerary.

W. ST. JOHN PYM, chief inspector of schools to the London County Council and a former fellow and tutor of Trinity Hall, Cambridge, has been appointed director of staff administration of the British Broadcasting Corp.

MARTIN CODEL, publisher of BROADCASTING, and Mrs. Codel are parents of an 8¾ pound daughter, Martha, born Feb. 20.

Charles D. Isaacson

CHARLES DAVID ISAACSON, who in 1926 and 1927 was director of the old WRNY and WGL, New York stations, and who later became a music narrator on WOR, died in New York Feb. 15 after an illness of several weeks. He was 44. Recently he was associated with the *Brooklyn Eagle* in its quest for a broadcasting station license. A former newspaper musical columnist in New York and at one time with the former George Batten agency, Mr. Isaacson was also an opera impresario and concert director and was the author of several books on musical and other subjects. He is credited with having helped many young musicians who later achieved fame, including Mischa Levitski, Erno Rapee, Rosa and Carmela Ponselle and Max Rosen.

Burton Harrington

BURTON HARRINGTON, advertising manager of Ross Federal Research Corp., died suddenly Feb. 13 of a heart attack resulting from injuries suffered in the World War. He was 40, and is survived by his wife and two children. A noted copywriter, he was with various publications and was advertising manager of the Williamson Candy Co. (Oh Henry) and the John F. Jelke Co. (Good Luck margarine) before joining Ross Federal in 1934. He was buried Feb. 17 with military honors in Arlington Memorial Cemetery.

BEHIND THE MICROPHONE

NELSON CASE, NBC announcer in New York, was stricken with appendicitis as he reported for duty Feb. 19 and after announcing his *Esso Reporter* broadcast was rushed to Fifth Ave. Hospital for an operation. He is convalescing favorably.

RICHARD KINGSTON, former announcer of WFLA, Clearwater, Fla., has joined WTAL, Tallahassee, as program director.

AL TAYLOR, announcer, has been named production manager of WLLH, Lowell, Mass., filling the post vacated by Carl Jacobs, who has left radio. Elizabeth Lewis, formerly of WTIC, Hartford, has been named dramatic director. Hamilton G. Flowers has joined the announcing staff.

KAY BELL, formerly with the CBS press department and for the last two years secretary to Paul Whiteman, was married in Baltimore Feb. 15 to F. Chase Taylor, the "Col. Lemuel Q. Stoopnagle" of the comedy team "Col. Stoopnagle and Budd". His partner, Budd Hulick, was best man.

NORMAN R. GOLDMAN, of the WLS promotion staff, has written a serial of boys life titled *Joe Martin*, which has been auditioned by NBC for a group of Chicago agency people in expectation of network sponsorship. The NBC has prepared a presentation folder on the show.

MISS BETTY HUDSON, style commentator of WJSV, Washington, has returned from a trip to Paris where she attended style shows to gather broadcast material.

WARREN SWEENEY, announcer of WJSV, Washington, is the father of a girl born in February.

DAVID PENN, West Coast baritone, has joined WHIO, Dayton, as vocalist and news commentator.

HAL THOMPSON, formerly of KFJZ, Fort Worth, will join WFAA, Dallas, on March 4.

CRAIG BARTON, for several years a staff pianist at WFAA, Dallas, has been named coach of singing talent. Miss Della B. Crowder, continuity writer, has been named dramatic director.

JIMMY FIDLER, Hollywood radio commentator, was married in February to Roberta Law, actress, at Caliente, Mexico.

Radio's Long Arm

WHEN David Stone, announcer of WSM, Nashville, broadcast a father's appeal to find his 16-year-old daughter, a local justice of the peace in Danville, Ken., who was listening, heard a young couple knock at his door just at that moment. Recognizing the girl and the car, he stalled off the would-be-honeymooners long enough to phone the sheriff. A night in jail was their fate. Stone got a call from the sheriff eight minutes after broadcasting the description, and the father was still in the studio.

KENNETH HIGGINS, formerly on the continuity and announcing staff of KVOO, Tulsa, Okla., has joined KYA, San Francisco, in a similar capacity.

LINDSAY McHARRIE has returned to KHJ, Los Angeles, as production manager, replacing William Goodwin who has held the post since the recent resignation of Scott Perkins. Goodwin is returning to production work.

FRANK MILLS, who is majoring in dramatics at Drake University, has been added to the regular announcing staff of WHO, Des Moines.

E. C. BELGRAVE, actor, has joined the announcing staff of WKBZ, Muskegon, Mich. A. C. Tiffany, of Chicago, has joined the continuity department.

DONALD RALPH has joined the announcing and production staff of KGGC, San Francisco, coming from KYA, that city, where he held a similar position.

JENNISON PARKER, former continuity writer for KFRC, San Francisco, is in Portland, Ore., where he is recuperating from a throat infection. He plans to remain in Portland several weeks and then go to New York to enter radio.

MILTON ADAIR, sports announcer at KSFO, San Francisco, resigned Feb. 20 to accept an appointment as cadet in the U. S. Army Air Corps. He is stationed at Randolph Field, San Antonio, Tex.

JOHN McCORMICK, announcer at WGN, Chicago, is teaching his wife stunt flying. John is a licensed pilot and his wife has also learned to fly.

PHIL RICHMOND has resigned from the announcing staff of KJBS, San Francisco, to join KSFO, that city, in a similar capacity. His successor at KJBS is Jack Murphy, former manager of KWJJ, Portland, Ore.

LOUIS LANSWORTH and Freeman Sargent, both on the production staff of KFRC, San Francisco, and Mel Vickland, junior announcer, have left the station.

MISS SARAH HOBSON, secretary to Don E. Gilman, NBC western division vice-president, who was transferred to the Hollywood executive offices in November, has returned to San Francisco in the same capacity. Her successor in Hollywood is Nadine Amos, who was secretary to Harold Bock, in charge of NBC's press relations department there.

MEYER LIPPE, former New York playwright, has been named program director of Olesen transcription studios, Hollywood.

ELAINE FORBES, office secretary of Raymond R. Morgan Co., Hollywood radio agency, has resigned to take a newly-created post as secretary of the sales department of NBC in Hollywood.

TOMMY ROCKWELL, New York producer, arrived in Hollywood in February on a talent expedition, with possibility of opening West Coast offices.

LEONARDO JAMES, announcer and news correspondent in Buenos Aires, is in Hollywood on a two-month visit to this country.

FRANKLYN MacCORMACK, Chicago CBS announcer, has taken up the study of ballistics as a hobby and spends the hours before and after his traffic court broadcasts in the office of Sgt. Frank Ballou, ballistics expert of the Chicago Police Department.

BILL HEMSWORTH, announcer of KMOX, St. Louis, who was rushed from a studio program to the hospital for an emergency appendicitis operation, is improving steadily and should be back at the station by the middle of March.

L. E. JACKOBSON has joined the CBS Chicago production staff. Jackobson was formerly at WLW, Cincinnati.

CAROLYN SPEER and William Mitchell have been added to the staff of CFAC, Calgary, Alta.

Reaching PRODUCTIVE MARKETS

• Clever sales managers are realizing the value of cultivating the BIG VOLUME MARKETS.

The COLUMBIA DON LEE NETWORK offers the only localized SELLING COVERAGE in the twelve BIG VOLUME MARKETS of California, Oregon and Washington.

With this twelve-station network you reach your objective in one move.

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ . . KFRC . . KGB . . KDB . . KERN . . KMJ . . KWG . . KFBK . . KOIN . . KVI . . KOL . . KAPY

Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

Los Angeles Office, 1076 W. 7th St. San Francisco Office, 1000 Van Ness Ave.

10 to 1

PREFERENCE

THAT'S how one of the foremost leaders in the advertising field* looks upon BROADCASTING Magazine as a medium for sales and institutional messages .... a gratifying recognition of the fact that 56-plus per cent of BROADCASTING'S circulation (5,200 as of Feb. 1, 1936) "strikes where they are" .... reaches the right persons when they are in the right frame of mind .... *thinking Radio* .... namely, the national and regional radio advertisers and their agents. Said he:

"I would rather have one advertiser or agency reader of BROADCASTING Magazine for our type of advertising than 10 readers of any other general advertising trade publication. The reason is simply that they are radio-minded when they read BROADCASTING."

* NAME ON REQUEST

You Want Facts Here They Are!

Our New Coverage and Market Survey Is Ready

If you are interested in the coverage of the great Northwestern Ohio and Southern Michigan Market, we will be glad to send you a copy at once.

This survey was made by Jansky & Bailey, Washington, D. C., and is an unbiased engineering report of actual primary and secondary coverage.

Representatives:

Joseph H. McGillvra,
485 Madison Ave.
New York, N. Y.

John K. Kettlewell,
919 N. Michigan Ave.
Chicago, Ill.

A Columbia Basic Outlet—Operating on 2500 Watts Day —1000 Watts Night.

WSPD

Studios:
Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

COEDS BEFORE MIKE — Here are journalism students of Colorado Woman's College, who took over the news service of KLZ, Denver, for a day. They dug up local news, edited INS wire reports, and took care of the broadcasting assignments. University of Colorado journalism students also had their day at KLZ, again as part of the course of study, and other schools are planning similar practical training.

MARY CAMILLA BOONE, director of the Boone Players of WOOD-WASH, Grand Rapids, and Naseeb Damoose, member of the company, announced their marriage last April. They have gone to Battle Creek where Damoose will superintend the sanitary department.

ROBERT KEEFE, formerly of WFBL, Syracuse, and Frank Cooley, formerly of WLW, Cincinnati, have joined the announcing staff of WOR, Newark.

DON GRAHAM has joined the announcing staff of WCOP, Boston.

FLOYD SPICER, formerly control man of WNEW, Newark, has been named night manager. Spencer Bentley, formerly an announcer, has been promoted to production man.

DR. F. MARSHALL SANDERSON, traveler and lecturer, has been named news commentator and publicity director of KGVO, Missoula, Mont.

ALFRED WALLENSTEIN, member of the board and first cellist of the New York Philharmonic, has resigned to devote all his time to radio. He is general musical director of WOR, Newark.

AARON ROSENTHAL, of KDYL, Salt Lake City, is the father of a girl born recently.

LESLIE BIEBL, formerly of WNEW, Newark, has joined WPTF, Raleigh, N. C., as announcer and continuity writer.

IRVING VICTOR, announcer of WWL, New Orleans, has resigned to go to Chicago.

EDUARDO HELLMUND, travel man of WHB, Kansas City, was married in February to Miss Eleanor Berger, Chicago society sportswoman.

In Serious Accident

ELIZABETH A. HOWELL, 21-year-old star of the *River Revelers* musical review on WWL, New Orleans, was killed instantly and James V. Wilson, WWL program director, was seriously injured, when a car driven by Mr. Wilson crashed into a heavy truck while they were en route Feb. 16 to a fishing party on the gulf coast. Mr. Wilson faces manslaughter charges, according to New Orleans reports. He formerly was a salesman and announcer with WJBO, joining WDSU in 1930, then WJBW and several years ago WWL.

Muzak in New York, Cleveland Dropped

MUZAK Inc., subsidiary of Wired Radio Inc., plans to get under way in the metropolitan area of New York within a month, according to announcement Feb. 18 by E. H. H. Connick, vice president. Wired Radio Inc. in turn is a subsidiary of the North American Co., public utility operators, and is affiliated with Associated Music Publishers, also a North American subsidiary.

Announcement of the New York plans followed discontinuance of service in Cleveland on Feb. 15, after several months experimental operation. The Cleveland effort, according to Mr. Connick, was to ascertain public reaction and to determine whether the plan was entirely feasible. He said the experiment was a success.

In New York, under existing plans, sets will be placed in public establishments such as hotels, restaurants, barber shops and tap rooms, at the outset, the charge initially to be $15 per month. Also a number of residences within the zone to be served—along Park Avenue—will be offered the wired radio facilities. Programs will be fed along telephone rather than power lines from a central station to be located in the Pocono Bldg., 4th Ave. & 17th St.

Equipment used in Cleveland, it is reported, is being moved to New York. A number of the Cleveland employes are to be transferred to New York. Only establishments in the five boroughs of New York will be served by Muzak, it was said. Only transcriptions of the AMP recorded library will be used in New York under the plan.

The original Wired Radio plan envisaged setting up service on a national scale competitive with space radio. Whether North American still has those plans in mind is conjectural. The plan was conceived essentially as a wired radio rental project with the company collecting revenues not only for the program service but through its power subsidiaries for energy used.

CARLYLE STEVENS, CBS announcer, is on leave of absence to regain his health in Arizona.

Furgason & Aston Opens In New York, Los Angeles

FURGASON & ASTON Inc., radio station representatives, have opened a New York office at 234 West 56th St. and will establish an office in Los Angeles as soon as a suitable location can be found. The firm already has quarters in Chicago and Detroit.

The New York office will be managed by G. Seaton Wasser and James M. Wade. Mr. Wasser was formerly vice president of Sound Pictures Inc., Cleveland, manufacturers of commercial films, and later joined Metropolitan Motion Pictures of Detroit, first as merchandising manager and for the last two years as New York sales manager in charge of radio transcriptions. Mr. Wade has been advertising manager of Procter & Gamble in Los Angeles, member of KHJ's sales staff, and recently sales director of Aerial Publicizing Inc., in New York. Both are graduates of Kenyon University in Ohio.

The Los Angeles office of Furgason & Aston will be under the direction of William E. Darden, who has been associated with Radio Art Guild, transcription manufacturers and program merchandisers, for six years.

FOLDING MICROPHONE STANDS

PERFECTLY RIGID—base has sufficient strength to support 150 lbs.—yet the stand weighs but 4 lbs.

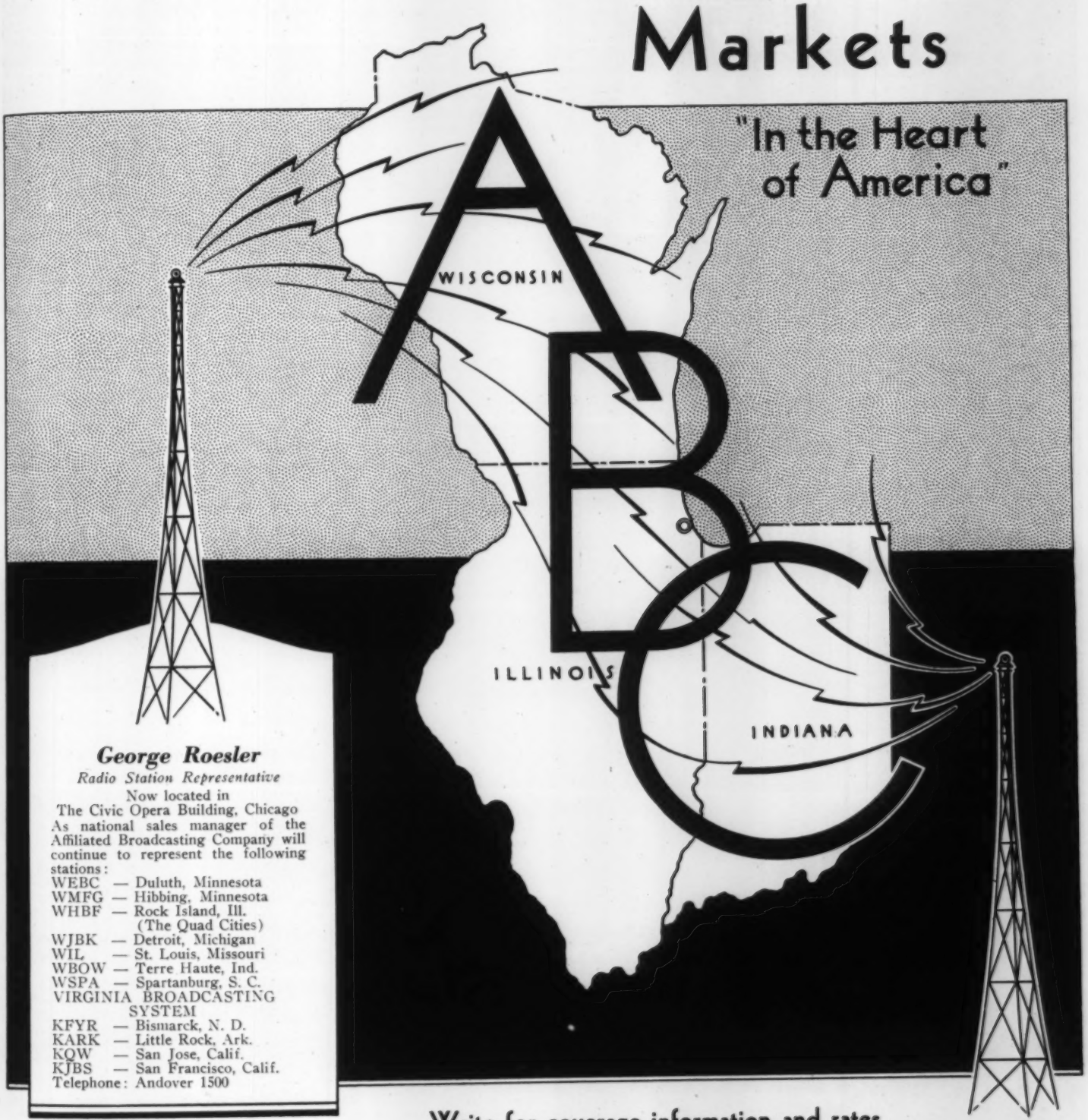
Extension Range from 34 to 58 in. Base spread 2½ to 27 in.
Special non-creeping ball bearing clutch. Smooth acting up and down —Free microphone rotation. Will never wear out.
Special Adaptor any length. 5/8-27 thread or Standard ½ in. thread.
Finish gun-metal or chrome
Aluminum Base

Price $35.00

Write for Discount and trial offer.

American Amplifier and Television Corp.
1427 Eye St., N. W.
WASHINGTON, D. C.

A New Approach to the Markets



George Roesler

Radio Station Representative

Now located in
The Civic Opera Building, Chicago

As national sales manager of the Affiliated Broadcasting Company will continue to represent the following stations:

WEBC — Duluth, Minnesota
WMFG — Hibbing, Minnesota
WHBF — Rock Island, Ill. (The Quad Cities)
WJBK — Detroit, Michigan
WIL — St. Louis, Missouri
WBOW — Terre Haute, Ind.
WSPA — Spartanburg, S. C.
VIRGINIA BROADCASTING SYSTEM
KFYR — Bismarck, N. D.
KARK — Little Rock, Ark.
KQW — San Jose, Calif.
KJBS — San Francisco, Calif.

Telephone: Andover 1500

Write for coverage information and rates

AFFILIATED BROADCASTING COMPANY

Entire 42nd Floor, Radio Tower, Civic Opera Bldg, Chicago.

Best Daytime Station in the Land

WNAX

YANKTON, SO. DAKOTA

•

Complete Coverage of
A Great Farm Area

•

5000 Watts Daytime

Regional Channel

CBS Affiliation

570 Kilocycles

Full Time

Representatives

WALTER BIDDICK — West Coast

WILSON-DALTON — Chicago-Kansas City

NORMAN CRAIG — New York

IN THE CONTROL ROOM

WILLIAM MacDONALD has been named chief engineer of WLLH, Lowell, Mass., replacing George R. Luckey, who has taken a similar position at WORL, Needham, Mass. Clarence Morton has joined the control staff.

W. R. G. BAKER, formerly engineering head of RCA Victor Co., is now in charge of radio engineering and manufacturing at the Bridgeport, Conn., plant of General Electric Co.

J. D. KOLESAR, recently first operator and announcer of KGIM, Stockton, Cal., has been named chief engineer.

HENRY HULICK, chief engineer of WPTF, Raleigh, N. C., is recovering from an emergency appendectomy. Alton Trip, operator, has resumed his post after undergoing sinus treatment at Duke Hospital.

LAWRENCE Q. GAITHER, for five years an operator of KFJZ, Fort Worth, has joined KGKO, Wichita Falls, Tex.

FRANK MANDACINA, plant technician of KMBC, Kansas City, is the father of a girl born in February.

W. P. HUNTER, assistant engineer at WDAE, Tampa, has resigned to become chief engineer of WLAK, new station at Lakeland, Fla., which is being erected under the direction of G. G. Fletcher, former chief of the Amplifier Equipment Co., Lakeland.

E. K. BARNES, formerly recording supervisor at Freeman Lang sound studios, Hollywood, resigned in February to become consulting engineer of Universal Microphone Co., Inglewood, Cal. He will write a booklet on professional wax recording.

ROBERT DEHART, engineer of WKRC, Cincinnati, underwent an emergency appendectomy Feb. 19 and is recovering satisfactorily.

RAY LUCIA, control operator of WHAM, who operates amateur station W8BEN, has a record of having contacted "ham" stations in 60 countries.

E. THORNTON CONE, formerly sound effects man for Radio Release Ltd., Hollywood transcription firm, has joined KHJ, Los Angeles, in a similar capacity.

WILLIAM POWERS has been named control operator of WSUN, St. Petersburg, Fla., succeeding John Hogan.

FRANCIS HIGGINS, technical supervisor of WLBC, Muncie, Ind., is the father of a girl born in February.

WILLIAM PRICE, engineer of WOOD-WASH, Grand Rapids, was married recently to Charlotte Van Domlen of that city. He has resigned to return to a railroad position.

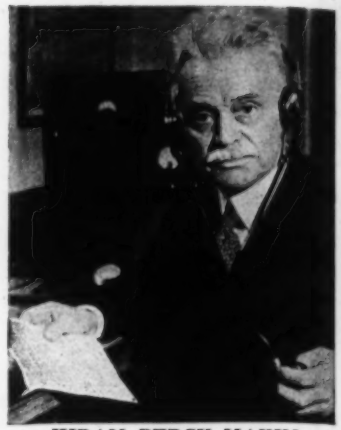
STEWART NASCHKE, who has been combining work on the *San Bernardino* (Cal.) *Sun* with relief operating at KFXM, San Bernardino, has been named shortwave news operator of KFXM.

TOM DERBYSHIRE has been named assistant chief operator of CFAC, Calgary, Alta.

L. McC. YOUNG, assistant chief engineer on the Chicago CBS staff, is author of an article on synchronization published in the March issue of the proceedings of the *Institute of Radio Engineers*.

M. L. MUHLMAN, editor of *Communication & Broadcast Engineering*, has resigned to become editor of *All-Wave Radio*, a new publication with offices at 16 E. 43rd St., New York.

MAX WEINER, chief engineer of WNEW, New York, is supervising building of new studios in the Proctor Theatre building.



HIRAM PERCY MAXIM

Deaths of Maxim, Stewart Mourned by Radio World

THE RADIO engineering world, from laboratory research chief to amateur pasttimer, is mourning the death of Hiram Percy Maxim, noted inventor and founder of the American Radio Relay League, who passed away Feb. 17 in a hospital in La Junta, Col., after suffering a throat infection. He was 67, and is survived by his wife, a son, Hiram Hamilton, and a daughter, Percy.

Founder and president of the ARRL and also of the companion world-wide radio amateur organization, the International Amateur Radio Union, Hiram Maxim was one of "ham" radio's most enthusiastic boosters. His international fame rested largely on his electrical and ordnance inventions, which included the Maxim gun silencer. He made his home in Hartford where he was president of the Maxim Silencer Co., of which his son is chief engineer and which makes silencers for guns, motor exhausts, safety valves, air releases and noise-abatement devices.

Amateur radio was also mourning the death less than a week earlier (Feb. 12) of Charles H. Stewart, ARRL vice president and also a vice president of the International Amateur Radio Union, who passed away at his home in St. David's, Pa., after a year's illness. He was one of the pioneers of amateur radio, starting in 1908 and being identified largely with its legislative problems since then.

Their successors will be named in May, by the regular ARRL board.

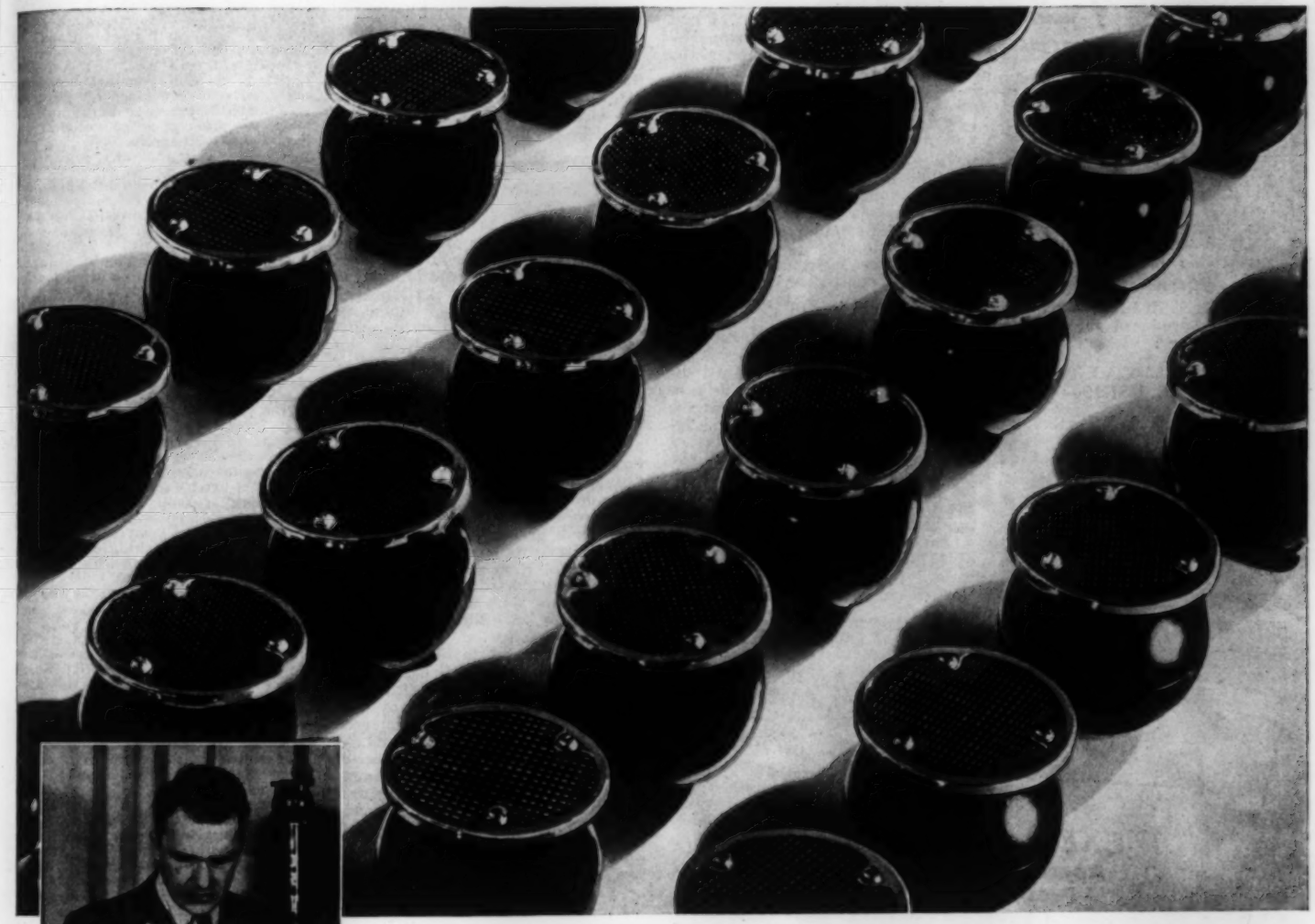
McNary Gives Up Activity For Clear Channel Group

HAVING entered a private consulting engineering practice, J. C. McNary, former technical director of the NAB has relinquished his assignment as coordinator of the so-called "clear channel" group, he announced recently. This decision, he said, was mutually agreed to because of the feeling that any far-reaching changes in allocations are not in the distant offing. The individual stations on this matter will be represented by regular counsel for the present.

Stations in the "clear-channel" group, which organized to protect the assignments of exclusive wave stations and insure service to rural and remote listeners include WLW, WSM, KNX, WFAA-WBAP, WHO, WLS, WHAS, WJR, WOAI, WHAM, WSB, WGN, KFI.

WOR tried 1... ordered 34

Order yours today—immediate delivery



NON-DIRECTIONAL MICROPHONE

$70

in U. S. A. including jack and 20' of shielded cord.

WESTERN ELECTRIC'S non-directional mike makes a hit wherever it's tried. WOR tested it on the air one night—ordered 14 next morning—increased the order to 34.

At station after station, tests brought orders pouring in for 5, 10, 20 or more microphones. This new dynamic mike has so many advantages—is priced so low—that everybody wants it!

Production is now in full swing—there are plenty of non-directional mikes to fill your order immediately. Order one or a dozen today—you can have them promptly.

Distributed by Graybar Electric Co., Graybar Building, New York. In Canada: Northern Electric Co., Ltd.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

WJAY

THIS STORY MIGHT BE ABOUT YOU!

FIVE vacuum cleaners sold by ONE advertiser in ONE day last week following ONE ad on WJAY, no other advertising medium used.

TELL THE SAME STORY THEY'RE TELLING—"No one ever produced such results before".

USE THE SAME MEDIUM THEY'RE USING—

WJAY

The Cleveland station that gets results!

NEW RATE CARD JUST OUT

EDYTHE F. MELROSE
Manager

Joint Committee Seeks $142,000 Fund To Finance Study of Education by Radio

RAISING of a fund of approximately $142,000 for a series of radio educational projects designed to accomplish the goal of perfecting educational broadcasting was proposed at the first meeting of the Federal Radio Education Committee in Washington Feb. 17 and 18. The Committee was created by the FCC last Dec. 18 under the chairmanship of Dr. J. W. Studebaker, director of the U. S. Office of Education, and comprises 40 leading educators, broadcasters and representatives of religious, welfare and other groups.

While no tangible formula was agreed upon, it was decided to appoint five subcommittees to pursue further study and research of the projects submitted to the Committee by a steering committee which has been functioning for the last two months. It is expected that another meeting will be scheduled in the latter part of May or in early June.

A finance committee will be named by Dr. Studebaker to canvass the possibility of raising the funds for the eight separate educational radio projects. Roughly, it is estimated that $127,000 will be required for the projects, with additional money sought to defray the Committee's overhead for the balance of the fiscal year. The Committee, upon its creation, had funds of $27,000, of which half was advanced by the National Advisory Council on Radio in Education and half by the NAB on behalf of the broadcasting industry.

In a formal statement the Committee announced that after considering suggestions for a number of surveys and successful practices in the educational and public service uses of radio and adequate training of personnel it had voted to set up the five subcommittees to report at the next meeting. One of the items which provoked considerable discussion was that of a suitable definition of the term "educational broadcasting".

Finding a Definition

THE MEETING was opened by Chairman Sykes of the FCC Broadcast Division who introduced Dr. Studebaker. The scope of the committee's work was defined as follows: "To explore possibilities of effecting active cooperation between broadcasters and educators in promoting more effective educational broadcasting within the present system of broadcasting."

The agenda of the conference covered the following topics: "How can cooperation be effected between broadcasters and educators?"; "suggestions to the committee for possible plans of action"; and "suggested plans for action". Under the latter topic were covered the proposed surveys for which funds will be sought.

The first proposed project, titled "Successful Community Cooperative Efforts", would involve an expenditure of $4,000 for salary of investigator, clerical assistance, travel, and miscellaneous expenditures; the second, involving a survey of local stations, has an estimated cost of $38,100; the third, a survey of stations owned by colleges or universities, to cost $7,666.67; the fourth, a study of use of radio by state departments of education, $11,200; the fifth, experimentation in presentation and evaluation of a few series of broadcasts for school use, $33,300; the sixth, fellowships to study technique of successful broadcasts, $16,500; the seventh, job analysis of A-B-Cs of program building and broadcasting, $6,900; the eighth, a survey of teacher training courses in use of radio programs for instructional purposes, $9,600.

In advance of the meeting the planning committee sent out a questionnaire to committee meetings to get their views on the basic question of, "What is Educational Broadcasting?" First they were asked: "Is it the broadcasting of traditional subject matter in graded courses of study?" To this 10 answered "yes" and seven "no".

Other questions incorporated in the questionnaire and the votes were as follows:

Is it the broadcasting of informal informational programs in various subjects of public interest? Yes, 15; No, 1.

Is all broadcasting educational in the sense that it affects the level of national culture? Yes, 15; No, 2.

(a) In a well rounded broadcast schedule is there a place for pure entertainment features without any attempt to accomplish educational objectives? Yes, 15; No, 0.

(b) If so, is this any concern of educators? Yes, 8; No, 9.

It has been said that all broadcasting emanating from an educationally-owned station is to be considered educational broadcasting. Do you agree? Yes, 3; No, 14.

It has been said that nothing broadcast by a commercially-owned station is educational. Do you agree? Yes, 0; No, 17.

Do you agree that a program broadcast under commercial sponsorship may be educational? Yes, 17; No, 0.

Does the fact that a program is sponsored by a non-profit making organization insure educational value of the program. Yes, 0; No, 17.

Do you think it is probable that broadcasts sponsored by organizations — commercial or otherwise — will be propagandistic? Yes, 11; No, 3.

To the extent to which broadcasts, regardless of their sponsorship, provide adequate opportunity to listeners to understand the various factors of influence in given situations, do you agree that such broadcasts are educational? Yes, 15; No, 1.

Do you agree that the extent to which broadcasts, regardless of sponsorship, are designed to minimize certain factors with respect to particular situations, and overemphasize others, are propagandistic? Yes, 15; No, 0.

Does a program, which would be highly educational if sponsored by a non-profit-making organization, lose its educational value if sponsored commercially and with advertising propaganda introducing, interrupting or closing the program. Yes, 5; No, 8.

If you answered "no" to the question immediately above (a) what do you consider to be the implication for public education in programs of educational value sponsored by commercial organizations engaged in advertising? (b) should educators encourage students to listen to such programs as being educationally desirable? Yes, 8; No, 1.

(c) If you were a member of a board of education, would you be willing to permit such programs to be listened to by the students in the classroom? Yes, 8; No, 2.

In Charge of Planning

THE planning committee comprises Dr. Studebaker as chairman; C. F. Klinefelter, educational consultant of the Office of Education; James W. Baldwin, NAB managing director (Miss Judith Waller, NBC, Chicago, alternate); Dr. Levering Tyson, National Advisory Council on Radio in Education; A. D. Ring, FCC assistant chief engineer, and Dr. Cline M. Koon, radio specialist; Office of Education.

Members of the Education Com-

KSD
The DISTINGUISHED BROADCASTING STATION IN ST. LOUIS
EXECUTIVES
Appreciate this Protection
KSD exercises an inflexible censorship over all programs offered for broadcasting. This protects both listeners and advertisers against the unworthy.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST. LOUIS, MO.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

SUCCESSFUL MERCHANDISERS--

When 125 local dealers use a station, they know it pays. These dealers are using KFRO daily to reach the East Texas market.

You can reach this market with

KFRO

"Voice of Longview"
Longview, Texas

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

mittee who attended the meeting were:

Waldo Abbot, University of Michigan; James W. Baldwin, NAB; Morse A. Cartwright, American Association for Adult Education; W. W. Charters, Ohio State University; H. W. Chase, New York University; A. G. Crane, University of Wyoming; Lester E. Cox, KWTO, Springfield, Mo.; Walter Damrosch, NBC; M. S. Eisenhower, Department of Agriculture; Willard E. Givens, National Education Association; Tom C. Gooch, *Dallas Times Herald*, Tex.; Rev. George Johnson, Catholic University of America; Lambdin Kay, WSB, Atlanta; Edgar Bill, WMBD, Peorial, Ill.; John F. Killeen, FCC Director of Broadcasting; Cline M. Koon, Office of Education; Mrs. B. F. Lanworthy, President, National P. T. A.; Luella S. Laudin, Women's National Radio Committee; L. R. Lohr, President, NBC; H. B. McCarty, University of Wisconsin; C. S. Sarsh, American Council on Education (for Dr. Zook); Allen Miller, University Broadcasting Council (guest); E. R. Murrow, CBS (guest); A. D. Ring, FCC; Morse Salisbury, Department of Agriculture (guest); John Shepard, III, Yankee Network; Levering Tyson, National Advisory Council; Judith C. Waller, NBC; Frederick A. Willis, CBS; William Dow Boutwell, Office of Education (guest); C. F. Klinefelter, Office of Education, and J. W. Studebaker, U. S. Commissioner of Education, presiding.

Foundation for Research Organized by the ANA

THE new Advertising Research Foundation of the Association of National Advertisers, formed in February at a meeting of advertisers and agency executives, is designed "as a joint undertaking" and is to be "an instrument to serve the common cause of advertising", according to Lee H. Bristol, of Bristol-Myers Co., its chairman. The foundation has not yet started to function.

Besides Mr. Bristol, officers are: Richard Compton, Blackman Adv. Inc., vice chairman; Milton J. Blair, J. Walter Thompson Co.; Ken R. Dyke, Colgate-Palmolive-Peet Co.; Turner Jones, Coca-Cola Co.; Chester J. LaRoche, Young & Rubicam Inc.; H. K. McCann, McCann-Erickson Inc.; Allyn B. McIntire, Pepperell Mfg. Co.; Stuart Peabody, The Borden Co.; Guy C. Smith, Brooke, Smith & French Inc.; John Benson, president, American Association of Advertising Agencies, and Paul B. West, president, ANA.

General Baking to Discs

GENERAL BAKING Co., New York (Bond Bread) discontinued the *Adventures of Terry & Ted* on CBS Feb. 28 and beginning March 2, will use transcriptions on seven Eastern stations. The sponsor shifted to discs because of the coming of daylight saving, to permit schedules to fit each community. The quarter-hour discs, made by WBS, will be broadcast five nights a week, Monday through Friday. Stations, in addition to those that have been using them for some time, are: WHK, WOR, WWJ, WTAG, WDRC, WJAR, WCAU. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Spring to Witness Network Deletions

Number of Sponsors Closing Fall and Winter Campaigns

WITH completion of the regular fall and winter campaigns efforts of a number of network sponsors, BROADCASTING presents, based on information available up to press time, a list of accounts that sign off the networks within the next few weeks. The dates given here are the time of the last broadcast.

NBC

Union Central Life Insurance Co., Cincinnati with Roses and Drums, Sundays 5-5:30 p. m., March 29 (WJZ).

Life Savers Inc., Port Chester, N. Y. (candy mints) with The Life Savers Rendezvous, Wednesday, 8-8:30 p. m., with rebroadcast at 11:30, March 11 (WJZ).

L. C. Smith-Corona Typewriter Co., Syracuse (typewriters) with Nine to Five, Thursdays, 7:15-7:30 p. m., March 12 (WJZ).

Vick Chemical Co., New York (cold remedies) with Grace Moore-Vick's Open House, Mondays, 9:30-10 p. m., March 9 (WEAF).

Campana Sales Co., Batavia, Ill. (hand lotion) with Grand Hotel, Sundays, 6:30-7 p. m., March 15 (WJZ).

Wheatena Corp, Rahway, N. J. (cereal) with Popeye the Sailor Man, Tues., Thurs., Sat., 7:15-7:30 p. m., March 28 (WEAF).

Sherwin-Williams Co., Cleveland (paint, varnish) with Metropolitan Auditions of the Air, Sundays, 3:30-4 p. m., March 29 (WEAF).

Smith Bros., Poughkeepsie, N. Y. (cough remedies) with Melody Matinee, Victor Arden's orchestra, Sundays, 2-2:30 p. m., March 29 (WEAF).

Humphrey's Homeopathic Medicine Co., New York (tonic) with Sweethearts of the Air-Breen and De Rose, Wed., Fri., 5:15-5:30 p. m., Feb. 27 (WJZ); WEAF show remains on the air using the same title and talent.

Scott & Bowne Inc., Bloomfield, N. J. (Scott's Emulsion) with Gabriel Heatter as news commentator, Sundays, 5:45-6 p. m., March 15 (WJZ).

Spratts Patent Ltd., Newark (dog food) with Albert Payson Terhune, Saturdays, 5:45-6 p. m., April 4 (WJZ).

CBS

Pillsbury Flour Mills Co., Minneapolis (flour) with Mary Ellis Ames-Cooking Close-Ups, Wed., Fri., 11-11:15 a. m., Feb. 28.

Pompeian Co., Bloomfield, N. J. (cosmetics) with Tea at The Ritz, Mon., Wed., Fri., 4:45 p. m., Feb. 28.

Packard Motor Car Co., Detroit (motor cars) with Lawrence Tibbett, Tuesdays, 8:30-9 p. m., March 17.

Consolidated Cigar Co., New York (Harvester Cigars) with Teddy Bergman-Harv and Esther, Thursdays, 8-8:30 p. m., March 5.

H. J. Heinz Co., Pittsburgh (57 Varieties) with Meredith Moulton as Hostess Counsel, Mon., Wed., Frid., 10-10:15 a. m., with rebroadcast at 1 p. m., April 3.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal) with Vanished Voices, Mon., Wed., 6:35-7 p. m., March 25.

Larned Co., New York (Hill's nose drops) with The Imperial Hawaiian Band, Thursdays, 6:45-7 p. m., April 9.

MBS

Whelan Drug Stores Delaware Corp., New York (chain druggists), Yours Sincerely with Isham Jones, Sundays, 6-6:30 p. m., March 29.

United Cigar Stores Delaware Corp., New York (chain stores), Good Evening Serenade with Isham Jones, Fridays, 8:30-9 p. m., April 3.

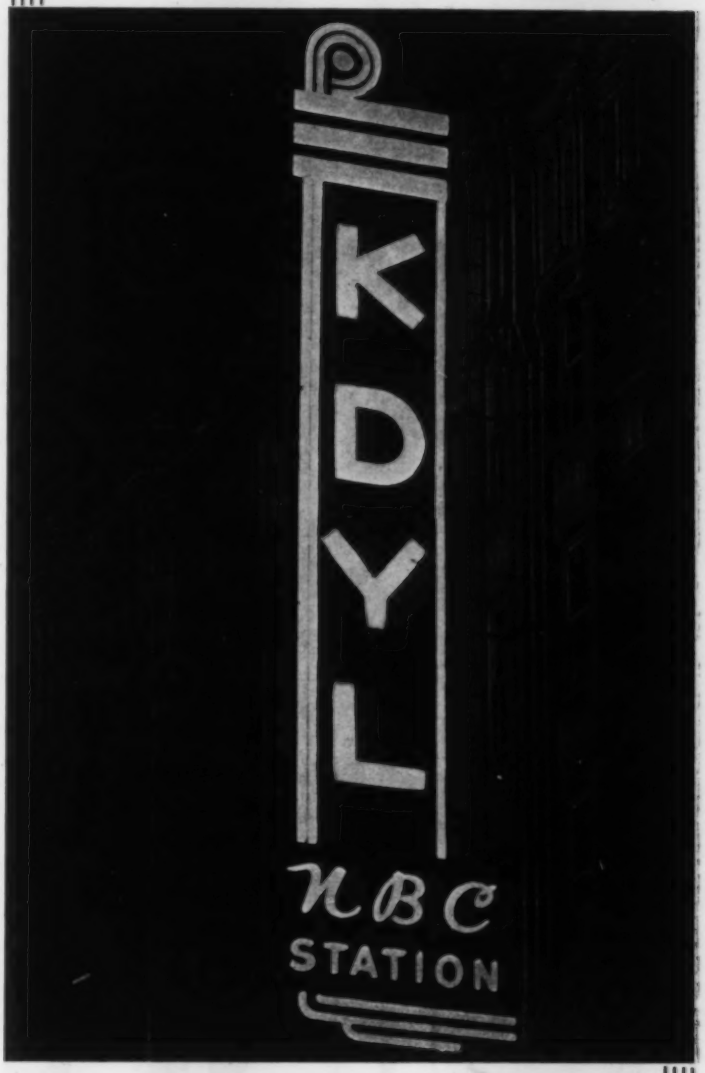
Drene Plans New Series

PROCTOR & GAMBLE Co., Cincinnati (Drene) is planning to place another series of WBS transcriptions on an unannounced list of stations shortly. The series will consist of 13 weekly quarter-hour discs. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

W	W	W	W	W	W	W	W
L	L	L	L	L	L	L	L
B	B	B	B	B	B	B	B
C	C	C	C	C	C	C	C

Muncie — Ind.
Muncie — Ind.
Muncie — Ind.

HERE IS
a Sign of
BETTER
BUSINESS



The Advertisers' Choice
BECAUSE IT'S
The Listeners' Preference
in Salt Lake City

Representatives
JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

FCC Investigation Work Reorganized as Shifts in Law Personnel Are Made

REORGANIZATION of program investigation activities of the FCC Law Department has been effected with the transfer of Andrew G. Haley, attorney, from that work to the Telegraph Division. Mr. Haley has handled most of the preliminary work in these investigations, notably in medical program cases.

Transferred to the Broadcast Section of the Law Department were Miss Annie Perry Neal, of Louisburg, N. C., assigned from the Telegraph Section, and Frank U. Fletcher, from the Telephone Section. Both have been assigned to investigation work under George B. Porter, assistant general counsel for the Broadcast Division.

With the shift in personnel, it is expected that there will be a change in method of investigation. There has been much criticism from the industry over procedure of FCC investigations on programs and the Broadcast Division some weeks ago ordered a change in policy under which it reserved to itself the function of initiating actions against stations on program citations insofar as the writing of letters of notice or of complaint are concerned.

Miss Neal has been with the FCC since the fall of 1934. She is a native of Louisburg, N. C. Mr. Fletcher, who came to the FCC in September, 1934, is a native of Raleigh, N. C.

PAUL J. POTTER, 28, speaker on Los Angeles radio stations on radio and DX topics, died in February.

Gift Horses in Research

By STATION BREAK

STATION BREAK has always looked with suspicion upon the injunction against looking gift horses in the mouth. It may be perfectly all right . . . that is, unless you expect to have to rely upon the gift horse in an emergency. In which case an ounce of knowledge may be worth a pound of gratitude.

* * *

RESEARCH is often the gift horse of business. You may be thankful for the survey deposited on your desk and intrigued by its gayly colored charts and impressively marshalled tables. But it may be prudent to season appreciation with circumspection and to examine closely the nature of the beast which is to carry you to a conclusion regarding your advertising and sales campaign.

* * *

WE DO NOT mean to infer that the donors of surveys should always be viewed with the fear, which, in Homeric times, seems to have been reserved for the Greeks. Most of the fellows who pay for research are honest and well-meaning . . . despite their secret hope that all of the facts will favor their own station or organization.

* * *

THE REAL trouble is that nothing is bought so much in a "pig-in-a-poke" fashion as is research . . . largely because the average buyer knows so little about the article for which he is paying. Frankly, we'd like to collect 10% annually on the money which goes out in the waste-basket in the form of poorly conceived and badly presented surveys.

* * *

ALL OF WHICH brings us to the question raised in our last column as to the value of surveys which forget to tell how they were made. Our answer is found in the questions to ask in evaluating market and advertising research, prepared several years ago by the Research Committee of the American Association of Advertising Agencies. We know of no better criteria by which to judge survey gift horses. We present them herewith.

1. *Who made the survey?* What were the qualifications of those who conducted it, made the tabulations and the interpretations? What was their interest in the results?

* * *

2. *Does the report tell clearly how, when and where the survey was made?* This is more complicated than it looks and embraces a number of supplementary questions . . . such as the following: Why was the study made? Who financed it? Exactly when was the data collected? Are copies of the questionnaires and instructions included? . . . *We don't think there is anything more important to evaluating a survey than this item and the following one* . . . How was the field work conducted and supervised?

* * *

IN ADDITION, answer to the above question should include detailed information as to the localities where information was gathered, including the number of calls, and how they were distributed to get a *cross-section of the group being studied;* actual data as well as percentages and averages; explanations as to how percentages and averages were arrived at, and similar items.

* * *

3. *Is the sample adequate?* Be sure it's a real cross section. Be sure it's large enough. There's no single rule for the latter. The principle that the smaller the total group under observation or the greater the number of variables that might affect their behavior, the larger must be the sample, is a sound one to follow.

* * *

4. *Have data collected in one city or section been used to draw conclusions for the country as a whole?* And how we like to speak for the world with a fence around it out of the experience in our own little back yard!

* * *

5. *Are percentages figured for groups or classes that contain too small a number of instances?* Two thousand interviews may sound impressive . . . but they have nothing to do with the significance of the fact that 80% of the Swedes interviewed listened only to station XXX, if only 40 Swedes were included in the sample.

* * *

6. *Are percentages of increase figured on ample bases?* One hundred added to ten is a 1000% increase, but 100,000 added to a million is but 10%. Insist upon the actual figures as well.

* * *

7. *Was information obtained by mailed questionnaires?* We quote the Committee: "Information obtained by mail usually does not represent a true cross section of the market or of the population . . . proof should be furnished that the questions are of such a nature, and that sufficient safeguards have been set up to insure representative replies." In other words . . . give the gift horse an extra look.

* * *

8. *If questionnaires were used, were questions such as to give fair and adequate answer?* No lead questions allowed.

* * *

9. *Is causal relationship attributed to one single factor, when other contributing factors are present?*

* * *

10. *Was information gathered of such a nature that the memories of the people interviewed might have resulted in inaccuracies as to fact?*

11. *Can the type of information be relied upon as accurate?*

12. *Have any original or unique statistical methods been employed and if so, have they been explained adequately?*

13. *Are charts misleading? A change of scale may completely distort the picture.*

* * *

THERE you are. If the survey meets these tests you need not worry. The gift horse will carry you wherever you may be obliged to go, no matter how rough the going.

* * *

WE'VE presented these criteria not only for the recipients of surveys, *but also for the buyers of research services.* If your prospective research agency can give a satisfactory common sense answer to these questions the danger of buying a "pig-in-a-poke" will be greatly minimized.

* * *

A FINAL comment: It is our humble opinion that if research presentation were standardized along these lines, more could be accomplished in the way of building increased confidence in and appreciation of research than could be effected in any other way.

ALWYN BACH and Clyde Kittell have resigned from the New York NBC announcing staff, but will continue to fulfill the commercial commitments.

Italian News!

It's hot stuff these days... and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15-minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX
The Spot for Spots
BOSTON

WBNX
NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.
MARKS THE SPOT
Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".
WBNX—New York *Write For Booklet "Market Coverage"*

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

American System Of Radio Favored By Party Leaders

Farley, Snell for Status Quo; Oppose 'Supreme Court' Plan

UNQUALIFIED endorsement of radio by the American plan was expressed by leaders of both the Democratic and Republican parties in interviews over CBS last month on the subject "Broadcasting and the American Public". A half-dozen figures in public life participated in the series.

Chairman Farley of the Democratic National Committee, in an interview Feb. 14 with CBS commentator Boake Carter, who conducted the series, declared he did not believe that the American people would stand for a monopoly of broadcasting facilities "either in the hands of a single private company or in the hands of the government".

On allocations of political time, Mr. Farley asserted he believed the broadcasting companies have been fair. As for the charge that the administration is censoring broadcasting, he said: "I brand that charge as 100% false. There is not a single shred of evidence to support it."

No Serious Abuses

ASKED about any dangers facing broadcasting today, Mr. Farley said: "The public seems to like its radio programs, and while there are complaints, some legitimate and some otherwise, I know of no crying abuse in the radio broadcasting field which needs adjustment. If any grave wrong is attempted by the radio people, you may be sure the American people will be quick to make their will known in overwhelming fashion."

Mr. Farley concluded that he felt the present method of control of communications was adequate for the time being and that he did not favor a "Supreme Court" of communications with life members at this time.

On Feb. 13, Rep. Snell of New York, minority leader of the House, declared in his CBS interview that he felt the American system was superior to that of government operation, and added: "It still would be better, in my opinion, and according to my political philosophy, if government control as it is asserted today were lessened."

Mr. Snell said he thought that radio should have editorial privileges only to a "limited extent". Declaring the situation differed as between newspapers and stations, he asserted the newspaper stands for its editorials, whereas the station cannot be held responsible for speeches of individuals. Freedom of the air, he added, "must not be interfered with by the government, the radio stations, or any other agency or individual."

Political speakers who run overtime, Mr. Snell asserted, should be cut off and thus forced to adjust their speeches to the time allotted. He excluded the President, if he confined himself to "an accounting of his stewardship as President and that alone".

Mr. Snell opposed a "Supreme Court of the Air", with members appointed for long terms, on the ground that it "might quickly lead to direct censorship and this should be avoided at all costs".

Other speakers in the series included David Lawrence, noted writer and editor of the *United States News*, Feb. 17; Dr. James F. Coke, editor of *Etude*, musical publication, Feb. 7; O. H. Caldwell, editor of *Radio Today*, Feb. 19; William Green, president of the American Federation of Labor, Feb. 21; George H. Payne, FCC Telegraph Division member, Feb. 15.

The Bill of Rights

MR. LAWRENCE, championing freedom of the press and of radio, advocated a body of competent engineers to regulate radio. "For no other purpose, however," he asserted, "do we need a radio commission so far as broadcasting is concerned, and I for one, favor the repeal of all provisions of existing law which directly or indirectly attempts to give the government commissions any authority over radio broadcasting. I favor such repeal because I believe the present law violates the letter and the spirit of the bill of rights of the Constitution. * * *

"Editors should be free from government interference whether they are preparing programs for the air or the printing press, whether they are scheduling speakers for a large convention hall or for the great convention hall of the modern networks. This is truly freedom of speech to speak before a microphone in the studio or before a soap-box on the street corner."

Mr. Caldwell said the electric light companies are the principal beneficiaries of broadcasting in a monetary way. From the operation of radio sets about $150,000,000 a year is collected by them, or twice the amount necessary to operate all stations and networks in the country. For each dollar the broadcaster collects, "they hand two dollars on a silver platter to the electrical utilities."

Sings 'Em All

FORD DEALERS of St. Louis are sponsoring Pete Bonsema in his "Try to Stump Me" program, the stunt that he and his partner in the team of Al & Pete used so successfully for Martha Washington Candy a half-dozen years ago. Pete claims to know more than 20,000 songs and defies the audience to name one that he can't play. The Ford program is broadcast over KMOX six mornings a week.

FOR FAILURE to put in an appearance at a scheduled hearing, the FCC on Feb. 21 denied the application of Eugene DeBogory for a new 1,000-watt station in Dallas. He had asked for the high-fidelity experimental broadcast frequency of 1570 kc.

STUDIO NOTES

MEMBERS of the program department of WGAR, Cleveland, are assigned to each commercial account. The program men, closer to the actual scene of operation of radio studios, when necessary, make calls with the salesmen covering certain accounts. Salesmen and program employe confer on ideas for various potential accounts and then visit the prospect together to outline the plan.

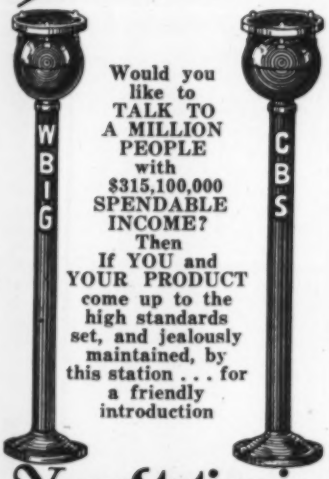
W2XR, New York high-fidelity station on 1550 kc., now operating five days weekly from 5 to 8 p. m., plans to extend its schedule either to 10 p. m. or to include Saturdays and Sundays, letting the audience decide in a poll. One of the station's big commercials is Wanamaker's, New York department store.

WBT, Charlotte, N. C., finding its present quarters in the Wilder Bldg. inadequate, is looking for a new site. Consideration has been given to the idea of having a real estate firm erect a building to its specifications in return for a long-term lease.

KFWB, Hollywood, will observe its eleventh anniversary in March with a special program including film celebrities.

WNEW, Newark, 24-hour-a-day independent station, observed its second anniversary in February.

"PAUSE for Station Announcement"



Would you like to TALK TO A MILLION PEOPLE with $315,100,000 SPENDABLE INCOME? Then If YOU and YOUR PRODUCT come up to the high standards set, and jealously maintained, by this station . . . for a friendly introduction

Your Station is WBIG in Greensboro, N.C.

They won't listen to radio in Cleveland

Of course they won't. When they're not jammed into a convention or swarming over our exposition grounds, they'll be spending their money like water...In Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through WGAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

WGAR
"CLEVELAND'S FRIENDLY STATION"
Member
N. B. C. Blue Network

CLEVELAND IN 1936 IS HOST TO
200 conventions, including
REPUBLICAN NAT'L CONVENTION
AMERICAN LEGION NAT'L CONVENTION
and home of the
GREAT LAKES EXPOSITION

WHAT'S THE FUNNY MAN SAYIN', SI?

If the boys in the backwoods are trying to listen to WAVE, they're certainly getting an ear-ache! Because our signals are awfully weak, out thar! But listen: Our NBC programs are good and strong to the 325,717 people who live practically within sight of our tower. And that 325,717 does more than 25% of all the retail business in Kentucky—not even to mention the rest of our 1,132,692 potential listeners!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO DEFIES THE BLIZZARDS

And Storm Victims, Marooned in Subzero Drifts, Get News From the Outside World

WIDESPREAD blizzards in February found broadcasters continuing to provide invaluable service in keeping the public informed as to weather conditions and forecasts, as well as directing relief work and in many cases acting as the only means of communication.

Typical of such service was the experience of WCLO, Janesville, Wis., which devoted its entire facilities at the height of a storm to providing public service and getting relief to marooned motorists and farmers. With all roads snowbound for two days, WCLO provided the only means of spreading information in its area.

Can radio do an audience coverage job? Ask Joseph Ott, district director of WPA in Spokane. He had KFPY broadcast a notice at 9:30 p. m. Feb. 13 that all WPA work in Spokane would be suspended the following day because of inclement weather. The decision came too late for newspaper editions and the radio announcement alone was used.

"There were 600 men involved to whom he wanted to get the message," said Mr. Ott. "Not more than half a dozen of the 600 men appeared for work, showing that the radio information had almost 100% effectiveness.

R. E. Fitzpatrick, D. E. Howser and C. P. Lonie, engineers at the WMAQ transmitter at Bloomingdale, Ill., 25 miles from Chicago, spent a recent week end on the job, when the heavy snow and subzero temperature combined to keep them from getting out or anyone else from getting in to them. As there are plenty of emergency rations stored at the transmitter station the men suffered no hardships and rather enjoyed their "Little America" experience.

MISSOURI ESKIMOS—Jimmie Gardner (left) and Larry Sherwood, special events operator and director, respectively, of KMBC, Kansas City, were garbed like this when they trudged their way to Hatfield, Mo., isolated by snow. They hired a team and bobsled for equipment and struck out on foot across fields, beating the first sledload of food supplies by two hours. The program was carried by CBS.

Canadians Seek Tax

MORE radio listeners have paid their license fees to the end of January than in the entire previous fiscal year, the Radio Branch of the Canadian Department of Marine reports. There are now 829,538 licensed receivers in the Dominion, as against 812,335 on March 31, 1935, the end of the last fiscal year. With two months to go the figures should be considerably higher, especially now that a relentless system of prosecutions for license evasion has begun. In outlying and rural districts which in the past have been but lightly skimmed by the radio inspectors, a thorough canvass is now being made to collect the $2 annual fee, and all those not possessing a license are being prosecuted.

KSTP Opens Drive To Force Peddlers From Twin Cities

Sustaining Series Shows Evils Of Fly-by-Night Merchants

IN AN EFFORT to save the legitimate, established merchant from the increasing inroads being made by the house-to-house canvasser, KSTP, St. Paul, has opened a drive on the business racketeer. The program is a series of weekly presentations of dramatic sketches, designed to point out the evils of patronizing the house-to-house canvasser, the "fly-by-night" doorway merchant.

The series marks the first time that any station has turned its attention to a campaign to aid established, reputable, tax-paying businessmen. The cooperation of the St. Paul Association, the Civic and Commerce Association of Minneapolis and the Better Business Bureau of Minneapolis Inc. have been enlisted.

Inroads on Merchants

THE house-to-house canvasser, fostered by the depression, has begun to make serious inroads on the business of the reliable merchant. So serious has the problem become that the management of KSTP has been studying the question for weeks, trying to devise a forceful, dramatic way in which to impress upon the public, particularly the taxpayer, the dangers of patronizing the doorstep merchant.

After weeks of study the dramatic presentations were decided upon, and, with a view to making the message even more forceful, an attempt is being made to limit the series exclusively to "rackets" being worked currently in Minneapolis and St. Paul. When new "rackets" spring up, the station collects all information concerning them, checks its data; then begins preparation of another sketch.

The series began early in February, with one drama which combined two "rackets" then being worked in the Twin Cities, one the so-called "puff sheet;" the other the "loose-leaf encyclopedia" racket. Already the series has won high praise from business organizations in both cities. They declare that within a short time the sketches will make the public so "racket-conscious" that the chiseler will be driven out of existence.

During these presentations care is taken to show that there are certain canvassers who are operating on a legitimate basis; that their methods are clean-cut and honest; that there is little danger in patronizing them.

Time for the programs is donated by the station, and no effort is being made to obtain a sponsor. In that way the series becomes even more forceful. Time also presented a problem, for the station felt that it should select a period with the largest audience. It was decided to use the program midweek, 6:15-6:25 p. m. Wednesdays. Players from drama courses at the University of Minnesota are used.

BOB BURNS has been signed by Paramount Pictures to appear in *Rhythm on the Range*, new Bing Crosby picture.

the First and Only
complete and up-to-the-minute . . .
MARKET DATA BOOK
on the
TWIN CITIES

A New . . . Accurate . . . Comprehensive 1936 Yearbook giving a detailed picture of market conditions in the 8th U. S. Retail Market . . . including analysis of incomes and living standards of Northwest families . . . analysis of their purchases . . . primary and total radio coverage; KSTP facilities, network features, and merchandising aids. Collected and collated by KSTP's New Sales Promotion Department from latest, authentic surveys by Federal Government agencies and industrial Statistical and Research bureaus. 36 fact-packed pages! A mine of needed information!

KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS-ST. PAUL

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN. . . . or our NATIONAL REPRESENTATIVES: In New York . . . Paul H. Raymer Company — In Chicago, Detroit, San Francisco . . . John Blair Company.

WTMV
in the
ST. LOUIS AREA

Costs Less Than
$1.50
per THOUSAND
LISTENERS

Radiocasts Viewed As Newspaper Aid

"I FIRMLY believe that reader interest and the circulation of the newspaper is increased through radio news bulletins. For this reason newspapers and radio should work together as allies instead of competing with one another." This formed the keynote of a talk delivered before members of the Colorado Press Association last month by J. I. Meyerson, executive of the *Oklahoma Daily Oklahoman*, and currently manager of KLZ, Denver, which that newspaper's publisher recently acquired.

Discounting one of the publishers' chief worries about radio, that of the newscast, Mr. Meyerson said:

"The news as given over the air is by necessity so brief that no one, even if he listens to every hourly newscast, is satisfied with the number, length, or details of these radio bulletins." Illustrating this, Mr. Meyerson said that KLZ receives daily 30,000 words and uses only 6,500, or one-fifth of the total news received. To get the full facts, the public is forced to read its daily newspaper, he said.

"The only decided effect newscasting has had upon the circulation of a newspaper," continued Mr. Meyerson, "is in the publishing of extras. Here I believe that newscasting has decreased the number of these special editions put on the streets. Most circulation managers do not regard this as important, since they looked upon 'extras' more as a service to the public than a money-maker." Mr. Meyerson spoke also on the subject of advertising effectiveness of radio as compared with newspapers and other media, protesting the narrow-mindedness of some media in claiming everything and belittling the other fellow. He urged cooperative effort to the end of providing better service to the advertiser and the consuming public. He concluded his talk by recommending that all publishers of newspapers arrange some kind of tie-up with a radio station. Radio will develop for the newspaper a longer list of subscribers, a higher degree of reader interest, better control of the situation, and enable the performance of a more rounded-out public service, he asserted.

Bakery Tests 'Chandu'

RICE BAKERY Co., Baltimore, on March 2 will begin a test campaign for its products over WRC, Washington, reviving the *Chandu the Magician* transcription series for 104 broadcasts on a five-night weekly basis. Henry J. Kaufman Adv. Agency, Washington, is handling the account, which will concentrate on newspaper and dealer tieups with the radio series. If the campaign is successful in Washington it will be extended into the Baltimore and Wilmington territories.

Want Cage Series

WLBC, Muncie, Ind., has been broadcasting local high school basketball games for a decade. When Indiana stations were informed Feb. 9 that broadcasts would be forbidden unless all seats were sold, WLBC urged listeners to get in touch with school authorities. In a few days the receipt of hundreds of letters and petitions signed by some 15,000 listeners led to a change in the ruling which now requires that seats in the Muncie gym need be only one-third filled to permit broadcasts.

HARRIS RADIO PLAN IS RECEIVED COOLLY

ALTHOUGH he again exhorted newspaper publishers to bring pressure to bear upon the press associations to cease selling their news to broadcasting stations, E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item* and chairman of the Publishers National Radio Committee, failed to see action taken by the Inland Daily Press Association at its Chicago meeting Feb. 19 and in fact heard opposition to the efficacy of his idea expressed from the floor. Mr. Harris' speech was largely a reiteration of his paper before the recent convention of the Pennsylvania Newspaper Publishers Association (BROADCASTING, Feb. 15).

The cool reception accorded Mr. Harris' views by Inland, an association of smaller Middle Western dailies, augurs a similar attitude at the convention of the American Newspaper Publishers Association in New York April 21-24 at which Mr. Harris is expected to render a report setting forth a plan for reorganization of the Press-Radio Bureau on some basis which excludes UP and INS from selling news to stations. Neither of those organizations, according to their own statements, has any intention of relinquishing their radio clientele in the firm belief that radio has already shown itself capable of gathering its own news and that there is no danger of sponsor control of broadcast news matter as shown by their experience of nearly two years with around 100 station clients.

It is Mr. Harris' contention that newspapers are surrendering their property rights to radio and allowing radio to undermine their business, especially with facsimile and television on the way. He admitted before the Inland convention that radio is here to stay but expressed doubt whether radio can bear the cost of news-gathering on a large scale without "pilfering" from newspapers. This view runs directly contrary to the oft-expressed conviction in many publishing circles that Transradio and the networks and others have shown themselves capable of gathering news efficiently for sale to radio stations.

New Birmingham Station Is Sought by Newspaper

APPLICATION for a new station in Birmingham was filed with the FCC Feb. 18 by the *Birmingham News*, one-time operator of WAPI, which also has pending before the FCC a voluntary lease assignment of WSGN, Birmingham 100-watter. The newspaper asked for 500 watts night and 1,000 day on 590 kc., but it is believed it will eventually seek that assignment for WSGN rather than for a new station.

Although the FCC Broadcast Division on Feb. 21 granted D. D. Roderick, publisher of the *El Paso Times*, authority to erect a new 100-watt station there, it was stated that counsel for KTSM, El Paso, will protest the grant. Among other newspaper applicants in the last few weeks were the *Elmira* (N. Y.) *Star-Gazette*, seeking 250 watts day on 1200 kc.; *Ogdensburg* (N. Y.) *Advance*, seeking 250 watts on 1270 kc.; *Santa Barbara* (Cal.) *News Press*, seeking 500 watts on 1450 kc. Examiner Bramhall also recommended granting the *Merced* (Cal.) *Star* a new 250-watt daytime station on 1040 kc.

MUSICAL salutes to American cities were added as a feature of the Texaco program on the NBC-WEAF network starting Feb. 25.

Jack Daly

JACK DALY, veteran radio character actor who has been playing the role of "Detective O'Toole" in Wrigley's *Myrt & Marge* serial, died suddenly of a pleurisy attack Feb. 22 at Michael Reese Hospital, Chicago. Daly, who was also a member of the General Mills *Jack Armstrong* cast, had formerly been starred in the *Fu Manchu* series and had played lead roles in the *Empire Builders*, *Rin Tin Tin Thrillers*, and many other radio dramas.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
•
ALONE!
The only Radio entrance to the rich resort - industrial section of this state that leads the entire Southeast in volume of retail sales!

A BILLION DOLLAR MARKET
NOW 5000 WATTS
WOW
OMAHA, NEBRASKA
COVERS THE NATION'S BREADBASKET
The Middlewest is a Billion Dollar Buying Market which can be tapped for sure-shot results through WOW. To get your share of this business go after it aggressively and intelligently through WOW.
Owned and Operated by Woodmen of the World Life Insurance Association
JOHN BLAIR & CO., *Representatives*
New York - Chicago - Detroit - San Francisco
ON THE N. B. C. RED NETWORK

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Plug Kendrick
says:
"Market Data? All facts you want about the 13th U.S. market— just ask... WIRE"
Quest
MERCHANDISING STAFF IN INDIANAPOLIS
NBC AFFILIATE
D. E. (Plug) Kendrick
V. P. & General Mgr.
Represented by
WM G. RAMBEAU CO. N.Y. Chicago Frisco

Survey of Programming Policies

(Continued from page 16)

taries or similar products. Included in this number were 27 (or 35%) of the local stations. Most of these stated, however, that the bulk of their revenues came from local accounts, and that their only business of a national or regional character consisted of electrical transcriptions or standard brands.

Forty-four per cent of the stations had at one time or another consulted the Federal Trade Commission; 24%, the Food & Drug Administration; 5 stations, the Post Office Department; 8 stations, the Proprietary Association; and 29 stations, the American Medical Association. In addition, many other stations indicated that they consulted other agencies than those mentioned, including state and local governmental agencies, the National Better Business Bureau and affiliated local Better Business Bureaus, and other public or private agencies.

The products concerning which information was sought covered a wide range, although the bulk of them consisted of food and drug items. Among these were reducing teas and compounds, various "health" foods, ache and pain reducers, laxative foods, vitamintonic products, kidney remedies, hair dyes, nostrums and "cure-alls", and others of questionable nature. In addition to these, inquiries were addressed to the American Medical Association concerning chiropractors so-called "systems" and "clinics" and electrical health appliances; and to the Federal Trade Commission regarding advertising requesting listeners to send in money, trade practices, selling methods, a method of merchandising direct by mail, contests and lotteries, certain correspondence schools, and fraudulent advertising in general.

Matters of Good Taste

THE purpose of Question 4 was to obtain the policies of stations regarding products, the advertising of which for the most part involves matters of good taste. Only a very few of the stations refuse all accounts in this category, although the majority refuse one or more. Eighty-seven stations, or 41% of the total, stated that it is their policy not to prohibit accounts by classes of types, but to consider each product and the advertising copy on its individual merits, and to refuse only that which is not in good taste. Ninety-six stations, or 46%, refuse depilatories; 81 stations, or 38%, refuse deodorants, a few stations specifying only bodily deodorants; 72 stations, or 34%, refuse laxatives; and 20 stations, or 9%, refuse cosmetics.

A separate compilation of policies regarding the advertising of alcoholic beverages, only 15 stations making no comment on this matter, shows that 120 stations, 61% of those which answered this specific point, refuse hard liquor accounts. However, deducting the stations which are located in states which do not permit liquor advertising, since the answers of these stations are not solely indicative of station policy, 101 stations, or 52%, refuse liquor accounts. Fifteen of the stations which permit liquor advertising, accept no such accounts for periods prior to 9, 10 or 11 o'clock in the evening. Others restrict such advertising to trade names or brief announcements, endeavoring to eliminate all matter designed to increase the total consumption of liquor. Seventy-nine stations, or 40% of the total, refuse wine accounts; and 51 stations, or 26%, refuse beer accounts.

All but one of the clear-channel stations, 3 of the regional stations, and 6 of the local stations stated that they refuse their facilities to all those mentioned in Question 5. In addition, various stations debar one or more of the following classes of advertisers: Mind readers, numerologists, palm readers, handwriting experts, "personal problem" advisers, so-called "phychologists", dream doctors, sex lectures, mystics, and religious fanatics. Some stations stated that they do not use such features for other commercial accounts or on a sustaining basis, and a few stations that they debar any whose appeal is based on superstition, ignorance, bigotry, or harmful propaganda. Several stations said they refuse their facilities to faith healers, except where faith healing is a part of the religion. A few stations debar advertising doctors and dentists, and others include with these chiropractors.

The object of Question 6 was to reveal station attitudes towards the so-called "blood and thunder" episodes in children's programs (designed primarily for a child audience and presented at a suitable hour for children). Fifty-four per cent of the stations which answered this question stated that they prohibit all such episodes in children's programs. Many of the stations affiliated with networks made the point that this policy applied only to programs originated locally, and that they had no control over network programs broadcast over their stations.

There was some evidence of a recent change in attitude towards these programs on the part of certain stations, several pointing out that the policy of prohibiting such episodes was newly adopted, and that certain programs now running would have to be changed before present contracts with advertisers would be renewed. Twenty-seven stations said that they had no such programs, but did not commit themselves on policy; seven stated that they had no established policy in this matter; and 5 stations did not answer this question. Only 7 stations answered the question with an unqualified "no".

Fifty-three stations, or 26% of the total, stated that their policy was not to prohibit "blood and thunder" episodes in children's programs, but to consider each program on its individual merits. In most of these cases comment indicated that the stations believed that such episodes handled properly added "spice" to the programs without the deleterious effects frequently attributed to them. Not infrequently comment ran to the effect that these episodes in children's programs were prohibited unless they conveyed the moral that "crime does not pay". Surprisingly few of the stations commented on the suspense element in such programs, an aspect which has received much adverse criticism. A few, however, mentioned that they paid particular attention to this feature, requiring that the dramatic peak be reached somewhere near the middle of the program, and that the suspense carry-over be only of a general nature, not of unfinished incidents.

Some Conclusions

IN SUMMARIZING the results of this survey caution must first be observed in attempting to draw meaningful or truthful generalizations from such a multiplicity of diverse answers. However, the following conclusions seem to be reasonably valid as expressions of consensus opinions: First, a substantial majority of the stations believe that the time devoted to commercial announcements should be limited to a fixed proportion of the

Mr. Wright Says:

We'll certainly recommend inclusion of WMBD, Peoria, on every regional radio and merchandising campaign we are privileged to handle.

RUSSELL C. COMER ADVERTISING COMPANY

Mr. Charles C. Caley
Manager National Advertising
Radio Station WMBD
Peoria, Illinois

January 17, 1936

Dear Mr. Caley:

You have set no price on the wonderful merchandising assistance you have given us on Derby Mustard, (for Glaser, Crandell Co.), and on Tastyloins (for Booth Fisheries Corporation), so please allow us to pay you off in thanks, if that is possible.

Your excellent services, covering store contacts, station mailings, aid in securing new jobbing outlets and their advertising cooperation -- even hiring and directing a local detail man -- have contributed immensely to the tremendous sales increases recorded on above products in Peoria and WMBD coverage area.

Such services as these, having directly to do with SALES, are the kind that often make the difference between success and failure in a localized campaign.

Allow us to register appreciation, too, for your station's fine handling of commercials and the program cooperative measures taken to promote Tastyloin recipes and special "drive" details. We'll certainly recommend inclusion of WMBD, Peoria, on every regional radio and merchandising campaign we are privileged to handle.

Yours very truly,
RUSSELL C. COMER ADVERTISING CO.
A.E. Wright

Thank you, Mr. Wright. You can count on us to give every possible worthwhile merchandising assistance — *and* so can all other agencies and advertisers as many already know. Let us show YOU why we broadcast for 175 local advertisers and 70 national advertisers last year!

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.
Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

Watch our page ad in March 15 Broadcasting for news of WLS activities in February

total program period, with 10% of night hour programs and slightly higher percentages of night 30-minute and 15-minute programs, and about 15% of the total program period on day programs, being fairly indicative of what stations believe to be reasonable limits.

Second, the stations generally appreciate the need not only for careful editing of commercial continuities, but the consultation of expert services for opinions concerning products and advertising claims in order to protect their listeners, although in many cases adequate provision has not been made in station organization for this important function.

Third, while opinion is divided, a large proportion of the stations believe that certain types of products should be excluded from the radio because the advertising of them offends good taste, opinion being strongest against "cure-alls", with varying degrees of objection to hard liquor, depilatories, wine, deodorants, laxatives, and beer in the order named.

Fourth, opinion is practically unanimous that "side-show" programs have no proper place in radio broadcasting, this category including astrologers, fortune-tellers, faith healers, medical charlatans and others with similar appeals.

Fifth, the weight of opinion seems to favor the elimination of "blood and thunder" episodes from children's programs, although opinion is divided also on this matter.

DEMOCRATIC POST IS TAKEN BY HIGH

STANLEY HIGH, recently appointed director of talks of NBC, will report for duty with the Democratic National Committee in Washington the week of March 1, working with the Democratic speakers' bureau for the forthcoming campaign. President Roosevelt himself asked NBC to release High for employment by the committee. Reports that he will become the Democratic radio chieftain for the coming campaign were officially denied by Chairman Farley.

Plans of the Democrats for radio remain undetermined, although the residue of its indebtedness to the networks for time bought during the 1932 campaign was due to be paid by March 1. The Republicans already have a radio staff at work in Washington and New York headed by Thomas Sabin, formerly with WBZ-WBZA.

Mr. High is a former foreign newspaper correspondent, an author and a lecturer on public affairs. He joined NBC first as a commentator and then as talks director after having been editor of the *Christian Herald*. His exact status with the Democratic National Committee is still undetermined, it was stated officially, and it is not yet certain whether Herbert L. Pettey, FCC secretary who handled radio for the committee in 1932, again will be drafted by the committee for radio duties.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.
National Representatives.

Copyright Threatens Industry Split

(Continued from page 9)

ment suits of Warner houses, seeking maximum damages of $5,000, rather than the minimum of $250, the networks feel that nearly all of the suits are faulty. One suit of $675,000 against CBS already has been withdrawn. Moreover, the songwriters' plaint against Warners injects a new note as to whether ASCAP licenses cover such performances of Warner-published numbers. Finally, the networks and some 55 stations which signed five-year ASCAP extensions prior to the Warner withdrawal maintain that those contracts cover all Warner music anyway—another legal question that must be adjudicated.

Other suits have been filed in different parts of the country by Warner subsidiaries. There was one against KFI, Los Angeles, by Remick Music Corp., asking damages of $10,000, and alleging infringement of *Whistle Your Blues Away*. Another was filed against WWL, New Orleans, by Witmark for $5,000 alleging infringement of *In a Shanty in Old Shantytown*.

In most of the suits filed in New York, extensions have been granted by the Federal Court for Southern New York in filing of answers. In the majority of cases the answers are now due the first week in March.

On Feb. 24 Remick dropped the two suits against WOR, which had been filed in New York, and apparently intends to refile them in New Jersey, since WOR is licensed as a New Jersey station. Two additional suits filed are against CBS affiliates, WBBM, Chicago, for *Gypsy Sweetheart*, and KMOX, St. Louis, for *Young and Healthy*. Each asks $5,000.

Attack on Warner

ALL EYES in the industry will be turned toward the next annual convention now that the feeling within the industry has become so heated. The convention date, slated for late July, has not been definitely set by Mr. Baldwin and his executive committee and probably will await action of the next board meeting, expected in April. Mr. Baldwin is inclined to favor an earlier convention probably in mid-June—to avoid summer heat in Chicago, but that time may not be available.

The attack of Mr. Romberg against Warner houses was followed by a vitriolic tirade from Irving Caesar, songwriter, who berated Warner for withdrawing from ASCAP. Mr. Romberg, in his letter of Feb. 14, wrote:

"While your letter recognizes the interest of song writers in 50% of the proceeds derived from the use of their songs in radio, yet we resent the implication, both from your letter and your recent activities, that the rights in question belong to you or your subsidiaries, to handle in any way you see fit. Our members and their assignees are interested not only in the proceeds but in the rights themselves. They insist that you have no right to make contracts affecting those rights without our consent.

"This letter is sent pursuant to a resolution of the Council of SPA."

The letter was in reply to one under date of Feb. 5 from Herman Starr, Warner vice president in charge of the music companies, in which he gave a "progress report" on radio licensing. He listed 216 stations which had signed Warner contracts and said that negotiations were in progress with other stations so that the total "is growing from day to day." Moreover, Mr. Starr said the plan was purely temporary and is preliminary to the determination of a "per use (or per piece) basis of compensation, if possible".

The result of a per use system, Mr. Starr said, "would be that the composer, author and publisher of each composition used would receive respectively the proper share of compensation for each use. While the system may be more complicated than that heretofore used by the American Society, it will be just as equitable as mechanically possible.

"One of the important provisions of the provisional license agreement which has been executed, requires every broadcaster to furnish a report of each and every musical composition used on each and every broadcast. With this information at hand, we will be able to determine the number of uses of the compositions of our repertory and the amount of the fee received for each use, and to pro rate 50% of the sum allotted to each composition used among our authors and composers entitled thereto.

"The calculation will be purely mathematical, and will result in payments to our composers and authors on the basis of use and sums received (after reasonable expenses of collection) and not upon the basis of politics, favoritism or other intangible elements."

Caeser in a letter Feb. 17 to Warner, attacked its action in leaving ASCAP, in negotiating separate contracts with stations, and in filing "absurdly large" damage suits against the networks. "In order to make headlines," he wrote, "you subject the whole principle of copyright to the hazard of drastic regulation by Congress." He said his consent as an author had never been procured in any of these actions.

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY $35.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

WKY Rings the Register for Oklahoma City Retailers

From one of Oklahoma City's leading men's stores:

"The way WKY pulls results continues to amaze us.

"Our 5-minute broadcast last Thursday, for instance, featuring men's athletic underwear produced 1800 unit sales in two days despite zero weather, the first experienced here in years."

MAY BROTHERS

Affiliated with the Oklahoman, the Times, and the Farmer-Stockman

Representative: E. Katz Special Advertising Agency

WKY OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA, Dallas

Bulova Watch Co., New York, 63 weekly *sa*, thru Biow Co. Inc., N. Y.
Armand Co., Des Moines (cosmetics), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 52 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Swift & Co., Chicago (All-Sweet margarine), 52 *sa*, thru J. Walter Thompson Co., Chicago.
Employers Casualty Co., Dallas (insurance), 52 *sp*, thru Ira E. DeJernette Adv. Agency, Dallas.
American Book Mart, Chicago (catalogues), 13 *sp*, thru E. H. Brown Adv. Agency, Chicago.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry feed), 52 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Northrup, King & Co., Minneapolis (seeds), 150 *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
Capper's Household Magazine, Topeka (recipe contest), 6 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Horse & Mule Assn. of America, Chicago, 13 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Weco Products Co., Chicago (Dr. West's toothpaste), 22 *sp*, thru J. Walter Thompson Co., Chicago.
Higdon Cigar Co., Quincey, Fla. (Mexican Commerce cigars), 13 *sa*, direct.
Murine Co., Chicago (eye wash), 52 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko chick feed), 26 *ta*, thru Weston-Barnett Inc., Waterloo.
Devoe & Raynolds Inc., New York (paint), 78 *ta*, thru J. Stirling Gethcell Inc., N. Y.
American Washing Machine Mfrs. Assn., Cleveland, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Continental Oil Co., Ponca City, Okla., 26 *t*, thru Tracy-Locke-Dawson Inc., Dallas.
Wasey Products Inc., New York (Musterole), 3 weekly *t*, thru Erwin, Wasey & Co. Inc., N. Y.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), weekly *t*, thru Kenyon & Eckhardt Inc., N. Y.
Magnolia Seed Co., Dallas (Square Brand seeds), weekly *sp*, thru Dicklow Adv. Agency, Dallas.

WGAR, Cleveland

Swift & Co., Chicago (meat), 36 *sa*, direct.
RCA Mfg. Co., New York (radios), 39 *sa*, thru Lord & Thomas, N. Y.
National Optical Stores Co., Montreal, 78 *sa*, thru Humphrey, Prentke & Associates Inc., Cleveland.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food, Prido shortening), 282 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
La Fendrich Cigar Co., Cincinnati, 52 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Pocahontas Oil Co., Cleveland (Blue Flash gasoline), 130 *t*, thru Griswold-Eshelman Co., Cleveland.
Piso Co., Warren, Pa. (proprietary), 12 *sp* (MBS), thru Aitken-Kynett Co., Philadelphia.
Ironized Yeast Co., Atlanta (proprietary), 12 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WNAC, Boston

Acme White Lead & Color Works, Detroit (paint), 26 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 63 *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Starck Piano Co., Boston, 100 *sp*, thru George J. Kirkgasser & Co., Chicago.
Sears, Roebuck & Co., Boston (retailer), 52 *sp*, thru Chambers & Wiswell Inc., Boston.
Boston Food Products Co., Boston (Prudence corn beef hash), 21 *sa*, thru Ferry-Hanly Co., N. Y.
D'Arrigo Bros., Boston (broccoli, celery), 190 *sa*, thru Harold Lewis, Boston.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Winners cigarettes), 9 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

KFXM, San Bernardino, Cal.

Richfield Oil Co. of Los Angeles, Los Angeles, 5 weekly *t*, thru H. C. Bernsten Adv. Agency, Los Angeles.
Rio Grande Oil Co., Los Angeles, weekly *t*, thru Hixon-O'Donnell Inc., Los Angeles.
Southern California Edison Co., Los Angeles (electric appliances), 5 weekly *ta*, direct.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

WKBZ, Muskegon, Mich.

Household Finance Corp., Chicago (personal loans), 7 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Eberle Brewing Co., Jackson, Mich., daily *sa*, direct.
Tivoli Brewing Co., Detroit, daily *sa*, thru MacManus, John & Adams Inc., Detroit.
Fox Head Beverage Co., Chicago (beer), daily *sa*, direct.

KFRC, San Francisco

General Brewing Co., San Francisco (beverages), 4 daily *sa*, thru McCann-Erickson Inc., San Francisco.
Duart Mfg. Co., San Francisco (cosmetics), 3 weekly *sp*, thru Howard E. Williams Adv. Agency, San Francisco.

WADC, Akron

Pure Oil Co., Chicago, 65 *t*, thru Freitag Adv. Agency, Chicago.
Knox Co., Los Angeles (Cystex), 26 *t*, thru Dillon & Kirk, Kansas City.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Pitt Publishing Co., Pittsburgh (American Weekly), weekly *t*, direct.
Lambert Pharmacal Co., St. Louis (Listerine cough drops), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 91 *sp*, thru S. M. Epstein Co., Detroit.
Nitragin Co. Inc., Milwaukee (fertilizer), 13 *sa*, thru Western Adv. Agency Inc., Racine.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte, N. C.

Dethol Mfg. Co., Washington (insecticide), 2 weekly *ta*, thru Aitkin-Kynett Co., Philadelphia.
John C. Michael Co., Chicago (quilts), 26 *sa*, thru Northwest Radio Adv. Co., Seattle.
Pure Oil Co. of the Carolinas, 5 *t*, 65 *t*, 26 *sp*, thru Freitag Adv. Agency, Atlanta.
Armand Co., Des Moines (cosmetics), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Standard Oil Co. of New Jersey (Essolene), 6 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.

WMCA, New York

A. H. Lewis Medicine Co., Chicago (Tums), 20 weekly *sa*, thru H. W. Kastor Adv. Co. Inc., Chicago.
Capatone Products Inc., New York (hair lotion), weekly *t*, direct.

KDYL, Salt Lake City

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 28 *sa*, thru Wade Adv. Co., Chicago.
Utah Power & Light Co., Salt Lake City, 13 *sp*, direct.

WAAB, Boston

F. W. Washburn Co., Brockton, Mass. (Waleco candy), 20 *sa*, thru Broadcast Adv. Inc., Boston.
Boston American, Boston (newspaper), 9 *sp*, direct.

From Roanoke (Va.) Times

Radio Campaigning Can Be Very Realistic

KNX, Los Angeles

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 10 *t*, thru Brooke, Smith & French Inc., N. Y.
Lancaster County Seed Co., Paradise, Pa., 2 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Father Flanagan's Boys' Home, Boystown, Neb. (magazine), 4 *sa*, thru Bozell & Jacobs Inc., Chicago.
Golden State Co. Ltd., Los Angeles (dairy products), 5 weekly *sp*, thru Scholts Adv. Service, Los Angeles.

WGN, Chicago

Kellogg Co., Battle Creek, Mich. (cereals), 260 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Pie Bakeries Inc., Newark, N. J., 26 *sp*, thru J. M. Mathes Inc., N. Y.
Milk Minerals Corp., Chicago (health food), 52 *sp*, thru Campbell-Sanford Adv. Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (Prido shortening), 12 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

KMOX, St. Louis

Household Finance Corp., Chicago (family loans), 2 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
St. Louis Ford Dealers, St. Louis (automobiles), 6 weekly *sp*, thru McCann-Erickson Inc., Chicago.
Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Jones Dairy Farm, Atkinson, Wis. (sausage), 3 weekly *t*, thru J. L. Sugden Adv. Co., Chicago.
American Washing Machine Mfrs. Assn., Cleveland, 3 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Milton Bradley Co., Springfield, Mass. (games), 3 weekly *sa*, direct.

KGO, San Francisco

Japanese Crab Canners & Packers Assn., San Francisco (canned crab), weekly *sp*, thru Botsford, Constantine & Gardner, San Francisco.
Pacific Trading Co., San Francisco (canned clams), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Saylors Chocolates Inc., Alameda, Cal. (candy), 5 weekly *sp*, thru Doremus & Co., San Francisco.

WSPD, Toledo

Casco Co., Canton, O. (proprietary), 3 weekly *ta*, thru R. W. Clark Adv. Agency, Akron.
Kosto Co., Chicago (dessert), 39 *sa*, thru Perrin-Paus Co., Chicago.
Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Ironized Yeast Co., Atlanta (proprietary), 20 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KSFO, San Francisco

Murine Co. Inc., Chicago (eye wash), 12 weekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Old Age Revolving Pension Ltd., San Francisco (political), weekly *sp*, thru Frank E. Cox Radio Adv. Oakland, Cal.
Hoyt Heater Co. Ltd., Oakland, Cal. (water heaters), 2 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.

WMAQ, Chicago

Pontiac Dealers of Cook County, Chicago (autos), 13 *sp*, thru Schwimmer & Scott, Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 23 *sp*, thru Wade Adv. Co., Chicago.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

REMINGTON RAND Inc., New York (typewriters) on March 31 starts *Human Side of the News* on 22 NBC-WEAF stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CONTINENTAL BAKING Co., New York (Wonder bread) on March 3 starts *Renfrew of the Mounted* on 44 CBS stations, Tues., Fri., Sat., 6:45-7 p. m., repeat at 7:45. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Peet's Granulated) on March 9 starts *Goose Creek Parson* on 12 Pacific Coast CBS-Don Lee stations keyed from KHJ, Mon., Thurs., 7:45-8 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

GENERAL ELECTRIC Co., Cleveland, on March 30 broadcasts one-time dealers program on 67 NBC-WEAF stations, 11-12 noon. Agency: Maxon Inc., Detroit.

ELGIN NATIONAL WATCH Co., Chicago, on March 17 starts *Elgin Revue* on 60 NBC-WEAF stations, Tuesdays, 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on April 5 starts Jack Hylton orchestra on coast-to-coast NBC-WJZ network, Sundays, 9-9:30 p. m. Agency: Burnett Co. Inc., Chicago.

WECO PRODUCTS Co., Chicago (toothpaste) on Feb. 22 started *Dr. West's Celebrity Night* on 36 NBC-WEAF stations, Saturdays, 10:30-11 p. m. Agency: J. Walter Thompson Co., Chicago.

HEALTH PRODUCTS Corp., Newark (Aspergum) on Feb. 23 started *National Amateur Night* on MBS plus WFIL, WGAR, WNAC, WPRO, WCAE, Sundays, 6-6:30 p. m. Agency: William Esty & Co. Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Old English wax) on Feb. 28 started *Lazy Dan, the Minstrel Man* on 40 CBS stations, Fridays, 7:15-7:45 p. m., repeat at 11:15. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Bi-So-Dol) on Feb. 28 started *Broadway Varieties* on 40 CBS stations, Fridays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

RICHFIELD OIL Corp., New York, on March 2 starts *Jimmie Allen* discs on 4 Yankee stations, Mon., Wed., Fri. Agency: Fletcher & Ellis Inc., N. Y.

SNIDER PACKING Corp., New York (catsup) on Jan. 28 started for 13 weeks (renewal Oct. 6, 1936) *Snider Songsters* on 12 Yankee stations, Tues., Thurs. Agency: Stewart, Hanford & Frohman Inc., N. Y.

KRAFT-PHENIX CHEESE Corp., San Francisco (creamed cottage cheese) on March 6 starts for 13 weeks *Slices of Life* variety show, on 5 NBC-KPO stations, Fridays, 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., San Francisco.

HASTINGS CLOTHING Co., San Francisco (clothing) on Feb. 20 started for 52 weeks, *90 Days In Time*, story behind the headlines, with Harold Burdick, commentator, on NBC-KPO, Thursdays, 9:15-9:30 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis (Wheaties) on Feb. 24 renewed *Jack Armstrong* on 18 CBS stations, Mon. thru Fri., 5:30-5:45 p. m., repeat at 6:30. Agency: Blackett-Sample-Hummert Inc., Chicago.

SOCONY-VACUUM OIL Co., New York, on Feb. 28 renewed *Flying Red Horse Tavern* on 36 CBS stations, Fridays, 8-8:30 p. m. Agency: J. Stirling Getchell Inc., N. Y.

SUN OIL Co., Philadelphia, on Feb. 4 renewed *Lowell Thomas* on 16 NBC-WJZ stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham Inc., Philadelphia.

COX GELATINE Co., New York, on March 19 renews *Jack Berch, the Kitchen Pirate*, on 5 NBC-WJZ stations, Thursdays, 11-11:15 a. m. Agency: Joseph Katz Co., N. Y.

AMERICAN RADIATOR Co., New York, on March 15 renews *Fireside Recitals* on 18 NBC-WEAF stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency, N. Y.

FELS & Co., Philadelphia (Fels Naptha soap chips) on Feb. 17 renewed vocal trio on 6 Yankee stations, Mon., Wed., Fri., 10:45-11 a. m. Agency: Young & Rubicam Inc., N. Y.

AMERICAN HOME PRODUCTS Inc., New York (Kolynos toothpaste) on Feb. 17 renews for 17 weeks *Just Plain Bill* on 27 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL BAKING Co., New York (Bond bread) on Feb. 23 renewed *Frank Crumit & Julia Sanderson* on 28 CBS stations, Sundays, 5:30-6 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GENERAL FOODS Corp., New York (Jell-O), renewing *Jack Benny* March 1 on 59 NBC-WJZ stations, Sundays, 7-7:30 p. m. with repeat at 11 p. m., is placed by Young & Rubicam Inc., New York (listing in Feb. 15 issue incorrect).

Foresees Rate Rises

A GENERAL increase in the cost of time on the air during 1936 is predicted by James L. Free, president of Free & Sleininger Inc., station representatives. Already most of the stations represented by his firm have announced increases in their rates, Mr. Free stated, and further raises are being planned. The steepest rise has been in the cost of spot announcements, he said, both because previous rates for this type of service had been far too low and because of a desire on the part of the broadcasters to encourage advertisers to use fewer announcements and more program periods. These rate increases have had no ill effects on the use of spot broadcasting, Mr. Free added, citing the fact that Free & Sleininger billing had reached six new highs in the last six months, each month showing more time sold than the month before, and with no sign of a letup.

Join the Parade of National Successes Now on—

WSOC

Believe It or Not Ripley
Major Edward Bowes
Jack Benny
One Man's Family
Hit Parade
Fred Waring
Sinclair Minstrels
Voice of Firestone
Grace Moore
and many others.

Wire or write for rates to—

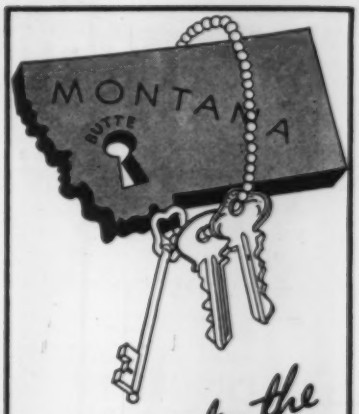
WSOC
Charlotte, N. C.

FRIENDLY RIVALS
WOW, KOIL Aid Each Other
By Wire Facilities

THE FRIENDLY relations between hard-hitting competitors in Omaha were emphasized the past week when a group of political enthusiasts wanted a special KOIL program piped into a hotel where KOIL did not have a wire. However, WOW had a wire there, and WOW and KOIL are hooked together by wire. So the WOW wire was used for the KOIL program. Next day WOW was picking up a special program from Lincoln, and the wire went bad. KOIL had a wire there, but wasn't using it, so by a little fast switching KOIL fed WOW program.

Later WOW wanted to pick up the Seventeenth Infantry band, but its usual point for such pick-up was not available. So, the band was shifted to the Elks ball-room where KOIL has a remote pick-up, KOIL's apparatus picked up the band, carried it to the KOIL studio, and fed it across the street to WOW. This doesn't mean that the two stations have an alliance, however; each knows a hundred reasons why time should not be purchased on the other.

THE FIRST hearing to be held before the FCC on telephone line rates for broadcasting has been scheduled before the Telephone Division on April 3. The case is on protest of WCOA, Pensacola, Fla., alleging unreasonable line rates on its CBS network connection.



the key to the western Montana market—

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA · NEW YORK-CHICAGO
WALTER BIDDICK CO. · PACIFIC COAST

Bing Crosby CBS
Gale Page NBC
Ray Hendricks MBS

KFPY

in Spokane, Washington

Out Where the Stars Begin

★

KFPY operates the KFPY Artists Bureau, the only artists bureau in the Pacific Northwest . . . and is equipped to produce ANY type of program.

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

AGENCIES AND REPRESENTATIVES

HOLLY SHIVELY has left the press department of CBS in Chicago to join the radio publicity staff of Lord & Thomas as assistant to M. Lewis Goodkind. Prior to joining Columbia, where she has had charge of publicity for network accounts in Chicago and Milwaukee, Miss Shively served on the *Chicago Herald & Examiner*.

SAMUEL G. WINGFIELD, formerly of N. W. Ayer & Son Inc., New York, has been appointed director of publicity for Kenyon & Eckhardt Inc., New York.

DE GARMO-KILBORN Corp., New York agency, has changed its name to De Garmo Corp., following withdrawal of Orson Kilborn.

E. D. EDDY and Maurice C. Lodge have joined the San Francisco offices of Erwin, Wasey & Co., as account executives. Eddy was formerly Los Angeles manager of J. Walter Thompson Co., and at one time headed the agency of Eddy & Clark Inc., in Akron. Lodge was advertising manager for Kirkman & Son, New York, for eight years, and prior to that was associated with Geyer Co.

ROBERT B. YOUNG, who for 12 years headed his own agency in San Francisco, has joined the Frederick Seid Adv. Agency, that city.

GEORGE LYNN, formerly radio account executive for Doremus & Co., San Francisco, is directing publicity for the Republican Central Committee, in that city.

STANLEY BREYER has been added to the staff of the Sidney Garfinkel Adv. Agency, San Francisco, as production manager in charge of radio, succeeding Miss M. S. Leib, resigned.

Haunted House Wanted

N. W. AYER & SON Inc., New York, inserted a classified ad in New York newspapers in a search for a haunted house from which the *Eno Crime Clues* program could originate March 10. The phone number of Prentice Winchell, writer of the continuity and known to the radio audience as Stewart Sterling, was used in the ads. Responses indicated that Brooklyn and Astoria had the most spooks. The Eno program is scheduled to be broadcast from a haunted house. Winchell advertised some months ago for real Eskimos for a Lucky Strike *Red Trails* program then on NBC.

FREEMAN KEYES, who has been general manager of Philip O. Palmer & Co. Inc., Chicago, since Mr. Palmer's death last fall, has joined Hays MacFarland & Co., Chicago, as radio director.

ARTHUR SIMON, formerly with the NBC treasurer's office, New York, has temporarily assumed charge of the radio department of Faraon J. Moss & Associates, Los Angeles agency. He will return East in May.

LELAND L. LEVINGER, for the last five months account executive of KYA, San Francisco, has joined the staff of D'Evelyn & Wadsworth Inc., that city, in a similar capacity, and will service radio along with other accounts. Wayne Wooldridge has resumed the KYA post after a six-month illness.

WARNER-CLIFTON Adv. Agency, San Francisco, has been dissolved, and W. S. (Pat) Warner has organized his own agency under the firm name of W. S. Warner Co. A. T. Clifton, partner in the defunct agency, has not announced his plans.

ALLEN G. MILLER of the Miller Adv. Agency, Grand Rapids, who writes and announces his own program over WOOD-WASH, Grand Rapids, acted as master of ceremonies at a special stage show featuring the Boone Players of WOOD-WASH and the ten winners of the WOOD-WASH amateur finals. The show, arranged for the annual dinner of the Grand Rapids Advertising Club, was produced by the Miller Agency and the Boone Players. Among guests of the Club was Stanley Barnett, manager of WOOD-WASH.

REISS ADVERTISING, New York, has moved to the RKO Building, 1270 Sixth Ave., New York.

KENNETH FICKETT, formerly of the program staff of WOR, and Irving Mitchell, who has been engaged in theatrical and radio work on the West Coast for the last eight years, have joined the radio department of Batten, Barton, Durstine & Osborn Inc., New York. Mr. Fickett was a member of the BBD & O radio staff prior to joining WOR. They will handle radio continuity and production work.

A. N. HARTSHORN, formerly with J. Walter Thompson Co. in New York, has joined the copy department of Hughes, Wolff & Co. Inc., Rochester, N. Y.

ARTHUR KASS, formerly in charge of sales for Peter Dixon & Associates Inc., has established offices and studios at 221 W. 57th St., New York, as radio advertising consultant. Associated with him are Sue Tohrner, radio talent agent, and Estelle Wolff, of the New York University School of Advertising.

DUDLEY H. MUDGE, recently director of advertising and new product developments for Libby, McNeill & Libby, Chicago, and formerly of J. Walter Thompson, has joined Young & Rubicam Inc. in an executive capacity in its New York office.

HENRY HAYWARD, New York head of F. Wallis Armstrong Co., accompanied the Burns & Allen unit to Hollywood in February but expected to return early in March.

MARGARET LEWIS, radio executive of Advertising Arts Agency, Los Angeles, and president of the Los Angeles Advertising Association of Women, in February joined Boyd-Cummings Inc., Los Angeles.

New Radio Headquarters Started in Hollywood by J. Walter Thompson Co.

J. WALTER THOMPSON Co. late in February began reconstruction of a building adjacent to the NBC Hollywood studios for its radio activities, with the completion date set for April 1. The two-story structure is located on the NBC grounds and was formerly an annex of the Consolidated Film Laboratories, occupants of the property before the NBC lease.

Reconstruction will consist largely of inside decoration. The building will house the complete radio department of the agency, but the general business of the firm will continue to be handled at the downtown headquarters. The building will be used largely for office space, but will also have conference rooms, a rehearsal hall and audition room.

Danny Danker and Herb Polesie, in charge of talent for radio shows of clients, will make headquarters at the new location but will operate a sub-office in the Roosevelt Hotel, Hollywood.

The present radio production quarters on North Plymouth Blvd. will be abandoned in favor of the new location, with Calvin Kuhl continuing in charge of production, assisted by Samuel Moore, chief script writer. Frank Woodruff and Ed Rice, formerly with the New York office, will do dramatic and continuity work respectively.

Do You Know . . .

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan Without Any Sales Expense

WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO. Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

LANG-WORTH planned programs

TAX FREE DANCE MUSIC

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

RADIO ADVERTISERS

NATIONAL FRUIT & VEGETABLE EXCHANGE, New York (cooperative marketing organization) has appointed Gardner Adv. Co., New York, to handle its advertising. A radio campaign is contemplated.

UNITED STATES TOBACCO Co., New York (Dill's Best and Model smoking tobacco) has appointed Arthur Kudner Inc., New York, to handle its entire advertising account, including the *Pick and Pat* show on CBS. The Kudner agency took over the account on Feb. 19.

WHEATENA Corp., Rahway, N. J. (cereals) effective March 10, has appointed Rohrabaugh & Gibson, Lincoln Liberty Bldg., Philadelphia, to handle its advertising.

PHILLIPS PACKING Co., Cambridge, Md. (canned soups and other foods) has appointed Blackman Adv. Agency, New York, to handle its advertising and merchandising activities except in Philadelphia and the South Atlantic States. John B. Bissell is the account executive.

BEYER Inc., Lockport, N. Y. (styptic powder) has named Tyler Kay Co. Inc., Buffalo, as its agency and is planning to use radio along with other media.

VESTAL CHEMICAL LABORATORIES Inc., St. Louis (Wax-Rite) has placed its account with Clifford F. Broeder Adv. Agency, St. Louis.

REINSCHILD CHEMICAL Co., New Rochelle, N. Y. (Regulin remedy) has named Arthur H. Fulton Co., New York, as its agency.

JULIUS GROSSMAN SHOES Corp., New York (Pedemode shoes) has appointed Gussow, Kahn & Co. Inc., New York, as its advertising counsel.

NESTLE-LEMUR Co., New York (hair lotion) is advertising through Calkins & Holden, New York.

SWEETS Co. of America Inc., New York (Tootsie Rolls) has named Reese, Rossiter & Co., New York, to service its account.

CAROLINA POWER & LIGHT Co. is broadcasting the *Charlie Chan* transcription serial thrice weekly on WPTF, Raleigh, N. C.

GRIESEDIECK-WESTERN BREWERY Co., Belleville, Ill. (Stag beer) has appointed J. Walter Thompson Co., St. Louis, as its agency.

E. A. KLINE & Co. Inc., New York (Medalist cigars) has appointed Morton Freund Adv., New York, to handle its advertising.

FINE PRODUCTS Corp., Atlanta, is advertising a number of its products through Gottschaldt-Humphrey Inc., Atlanta, but Thomas' meat sauce is not among them, as incorrectly stated in the Feb. 1 issue.

KRAFT MERCHANDISING—Kraft Phenix Cheese Corp., with an NBC- WEAF weekly hour, promotes the program on lids for cheese jars by using this display, in red, white and blue.

JOHN P. HARDING Inc., Chicago (meat packers) has placed its account with Russell C. Comer Adv. Co., Chicago.

KEN-RAD Corp., Owensboro, Ky. (radios) has shifted its account to Douglass Allen & Leland Davis Inc., Cincinnati.

FASHION FROCKS Inc., Cincinnati, is advertising through Keelor & Stites Co., Cincinnati.

JOLIE COSMETICS Corp., New York, has named Moore & Hamm Inc., New York, as its agency.

SPAIDE SHIRT Co., Butler, Pa., is advertising through Carr Liggett Inc., Cleveland.

CALWHEY Co., San Francisco (Calwhey) has named Chas. R. Stuart, that city, to service its account.

WSM FOREIGN NEWS
Events Abroad Are Dramatized By Large Cast

UNDER the title *America's Flag Abroad*, WSM, Nashville, has inaugurated a dramatic portrayal of foreign news items. Continuity is checked by the Department of State. With a cast of 40 taking part, the first program laid the foundation for American diplomacy, reenacting the first great American diplomat's greatest triumph: Benjamin Franklin's success in gaining the support of France during the Revolutionary War.

After a brief opening announcement, headlines covering current foreign news in each of several countries are read. Suitable music follows, with further explanation, and then the dramatization is begun.

ALLEN CHEMICAL Co., Toledo (sinus remedy) has named C. E. Rickerd Adv. Agency, Detroit, to service its advertising account.

BALDWIN PIANO Co., Cincinnati, has named Chester C. Moreland Co., Cincinnati, as its agency.

BLUE VALLEY CREAMERY Co., Chicago, has placed its account with John H. Dunham Co., Chicago.

E. L. BRUCE Co., Memphis (Terminex) has appointed Raymond Powell Co., Memphis, as its agency.

HAMILTON CARHARTT COTTON MILLS Inc., Detroit (work garments) has placed its advertising with Maxon Inc., Detroit.

7 out of 10
Listeners to BUFFALO STATIONS tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

WHN Stepped up POWER MEANS YOUR SALES Stepped up

DIAL 1010 WHN NEW YORK

Greatly improved service for the nearly 3 million homes now reached by WHN—*more* listeners for the growing list of advertisers who are finding increased sales results at lowered costs via WHN. WHN provides entertainment especially for the New York market—designed by men who know entertainment—and who know what this market likes best. They offer you a program service unequalled in radio . . . the combined entertainment resources of WHN Artists' Bureau, the Metro-Goldwyn-Mayer Studios and Loew's Theatres. Use it—for bigger sales in 1936 in the richest single market in the world!

WHN
1540 Broadway
New York, N. Y.

UNITED STATES RECORDING COMPANY

WAX RECORDING SERVICE

Master - Electroplate Stamp. 50 copies as low as $98.00.

Satisfactory quality or you do not pay.

New Process
DIRECT RECORDING SERVICE

Airchecks — Auditions Program builders on black Acetate. Quality comparable to wax recordings.

"Off The Air"

15	min.	as	low	as	$2.75
30	"	"	"	"	4.00
45	"	"	"	"	6.00
60	"	"	"	"	7.75

Fully equipped to handle four programs simultaneously.

ARTIST AND SCRIPT SERVICE

Reasonable rates for excellent talent. Give us your problems or ideas. We will adapt them to script and render a recorded test within 48 hours.

FREE FREE

Noncommercial, sustaining, educational and semi - educational transcriptions.

Non Political.

NAtional 2975
633-636 Earle Bldg.
WASHINGTON, D.C.

Standard Radio Releases Library of Sound Effects

ENTERING an entirely new field, Standard Radio, Inc., Hollywood, announces it will release a library of sound effects on or about March 15. The initial release will consist of 20 double-faced 78 rpm 10-inch discs. These will be manufactured by RCA-Victor and all pressings will be on Victrolac.

There is no intention on the part of Standard Radio to compete on a quantity basis with sound effects records now on the market, according to Seth Ely, Standard Radio president. Don Allen, sound effects engineer at Warner Bros. station KFWB, Hollywood, came to Standard Radio March 1 to handle actual production of the effects, work on which has been in progress for over six months. The experience of film studio effects experts, together with working radio production men, will be used in making the best effects possible. The Standard effects will be available with labels in several different languages.

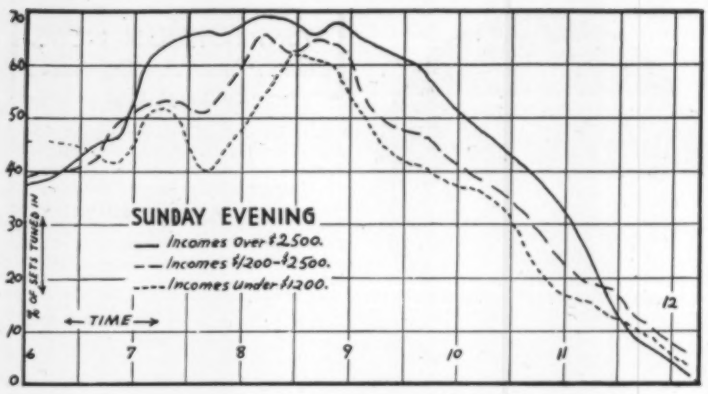
GUNTHER BREWING Co., Baltimore, will sponsor baseball and racing news seven days weekly on WBAL, with Don Riley as commentator. I. A. Goldman & Son, Baltimore, is the agency.

Business Is Good in

Gadsden, Alabama

WJBY

B. H. Hopson — Pres.
J. W. Buttram — Mgr.



How They Listen According to Income Levels

Science Meters the Radio Audience

(*Continued from page 7*)

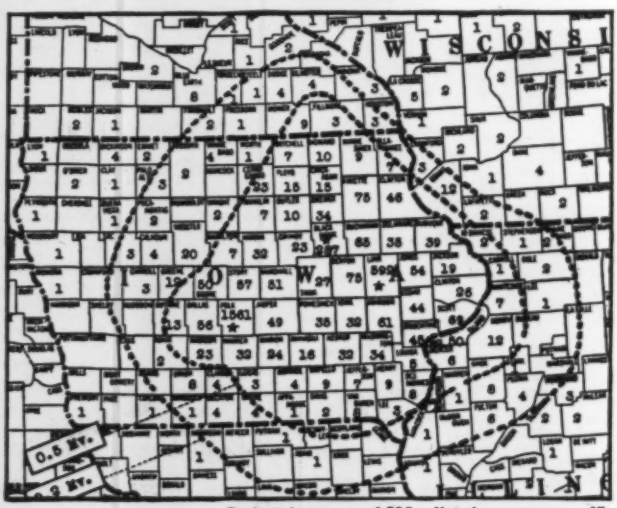
by 6% of all radio sets. If the same people listen every time the program is broadcast, then only 6% of the potential audience is reached. On the other hand, if the program is broadcast five times a week, and if different people listen every day, 30% of all radio-equipped homes may be reached in a single week. For every program the true situation lies somewhere in the wide range between these two extremes. But where? Since in the Boston survey the Audimeters were installed in individual homes for one-week periods, it has been possible to figure out how large a turnover of audience has been attained by programs broadcast more than once a week. By making installations for monthly periods, similar turnover data can be worked out for programs broadcast once a week.

There appears to be an increasing demand among advertisers for facts which will help them to do a more effective job. Advertising will probably never be reduced to the same scientific basis as bridge-building. But science and engineering are, after all, made possible primarily by the advisability of methods for exact measurement, in objective terms, of such phenomena as weight, volume, area, or count. To the extent that more kinds of measurement and more precise measurements are made available, the more nearly will the art of advertising approach a science. And as this happens, a great deal of the waste which is today based on the necessity of using guesswork may be expected to be eliminated.

Chandu Series

EARNSHAW-YOUNG Inc., Hollywood, corrects an item appearing in the Feb. 15 issue of BROADCASTING relative to the transcription serial *Chandu the Magician.* The firm states that the series was created, produced and placed by it and is still its property. The program is currently being released over a number of stations here and abroad and new releases are under negotiation or definitely under contract.

CAN THE IOWA NETWORK DO A JOB AT NIGHT?



Projected on map—4,213. Not shown on map—65.

One announcement made at 7:57 p. m., Jan. 7, 1936, over KSO and WMT netted 4,278 pieces of mail

THE IOWA NETWORK

KRNT CBS BASIC Des Moines — WMT NBC BASIC BLUE Cedar Rapids-Waterloo — KSO NBC BASIC BLUE Des Moines

WMT linked with either KSO or KRNT forms the Iowa Network

Representatives: John Blair & Co.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

TRANSCRIPTIONS

BEGINNING the week of March 2, the music and continuity of the *Musical Clock*, NBC Thesaurus feature, will be arranged so that each program may be divided into two half hour periods—each half hour a separate program in itself. It will be necessary only for station announcers to break the program where indicated and close with the signature and final announcement.

STANDARD RADIO Inc., Hollywood and Chicago, announces the addition of WIL and WLBF during the past month to the list of Standard Library subscribers. The *Sons of the Pioneers*, a transcribed series produced by Standard Radio Inc., has been purchased by WBNY, WBNS, WHBU, WDBJ, KGCX, WATL, KVOE, KDLR, WQBC, KXYZ.

DECCA RECORDS Inc., New York disc firm, has completed a series of 13 quarter-hour transcriptions for Dodge autos, using Harry Richman, Gertrude Niesen, Howard & Shelton, Tim & Irene, Kay Thompson and Frank Parker. Goodrich Tire Co. has recorded a series of 13 quarter-hour discs of B. A. Rolfe and orchestra, Mills Brothers, Boswell Sisters and masked tenor. Mennen Co. has recorded 13 one-hour shows titled *Famous Jury Trials.*

MACGREGOR & SOLLIE Inc., San Francisco transcription firm, is cutting a series of ten announcements for Philco Radio & Television Corp. of California, in San Francisco, to be placed on Pacific Coast stations in a test campaign. The transcription concern has also started cutting a series of political speeches for the Republican State Committee of San Francisco. New stations subscribing to the MacGregor & Sollie library service since Jan. 1 are KIRO, Seattle; KIT, Yakima, Wash.; KIUP, Durango, Col.; KGIW, Alamosa, Col.; KIDW, Lamar, Col.; KIDO, Boise, Id.; KENF, Shenandoah, Ia.; KSCJ, Sioux City, Ia.; KLPM, Minot, N. D.; KGGU, Mandan, N. D.; KRLH, Midland, Tex.; KTAR, Phoenix, Ariz.; KICA, Clovis, N. M.; KMMJ Clay Center, Neb.; WIL, St. Louis; WRAK, Williamsport, Pa.; KALB, Alexandria, La.; and WOCL, Jamestown, N. Y.

THE transcribed contract bridge series of the Culbertson system, 78 episodes of which were recorded by Transcription Service Bureau, Hollywood, have been placed on 16 stations as well as in Australia. Merchandise tie-ins called for lesson sheets of which several thousand were distributed through local sponsors where the series was used. The Bureau, operated by C. C. McIntosh, was discontinued in February when he merged with his brother who operates a Los Angeles transcription business as R. U. McIntosh & Associates, and became office manager of the organization. The firm will add the series to its catalog list and will distribute through its branch offices in Chicago, New York and Dallas.

SHORT talks by leading economists are being recorded by Decca Records Inc. under the auspices of the Economist's National Committee on Monetary Policy.

RAYMOND R. MORGAN Co., Hollywood, announces that Ex-Lax Inc., has renewed its contract for the Morgan-produced transcription program *Strange As It Seems*, by John Hix. Joseph Katz Co., Baltimore, is handling the account.

The Building Boom is reflected by still better business conditions in

MISSOULA MONTANA

1000 Watts **KGVO** 1260 Kc.

FCC Acts to Bar Coaxial Monoply

Facilities Must Be Available to Those Properly Equipped

STRICT barriers against any monopoly use in television of the A. T. & T.'s proposed experimental New York-to-Philadelphia installation of the coaxial cable were erected by the FCC in a revised order Feb. 26 authorizing the project with a certificate of public convenience and necessity. A. T. & T. and New York Telephone Co. which will operate the experimental installation, were ordered to accept the terms of the FCC within 30 days and to commence the cable's construction by July 1, 1936. It was indicated the A. T. & T. would accept the terms.

To guard against monopolistic use of the cable for television the FCC stated that the telephone companies "shall not make any unjust or unreasonable discrimination or undue or unreasonable preference between different persons equipped with suitable facilities for the transmission and reception of television." The coaxial cable, which may provide the medium for nation-wide chain television broadcasting, will be installed for testing over the 90-mile stretch between New York and Philadelphia. The location is regarded as significant in television development because the three American leaders in the visual broadcasting field — RCA, Philco and Farnsworth — are conducting their operations in those two cities.

No Preference Allowed

DURING the standardization or test period of the cable the A. T. & T. shall not "make or give any undue or unreasonable preference to any television system so as to exclude any other available and practical television system," it was ruled. The order provided that the A. T. & T. report every 60 days to the FCC on the persons requesting and granted television or facsimile experimental transmission use of the cable, together with the number of days and hours and the time and place of their tests and the terms and conditions for such work.

The FCC noted that witnesses and counsel for the A. T. & T. in the three cable hearings, including Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, had emphasized that the telephone company had no idea of discriminating against any television experimenters in the use of the cable for transmission or reception with suitable apparatus. The Commission recognized in its findings that the A. T. & T. "obviously" had to have standards on the apparatus used by television eyperimenters on the cable to protect its facilities.

The FCC report referred to a brief filed by the NAB which urged that if the line is installed it be made available upon equal terms to all. "A principal cause of concern is an apprehension," the FCC commented, "that some advantage over others might be obtained" by the A. T. & T. With respect to the future use of the circuit for television. The Commission ordered that complete reports on the physical progress of the cable and on expenditures be made every 60 days and that all costs during the experimental stage be kept in a suspense account. Quarterly reports on the engineering and operating activities of the new cable system were also ordered. The FCC will consider the question again before the cable is placed in commercial use.

The coaxial cable installation was first proposed by the A. T. & T. last July and in August the FCC issued an authorizing order. The A. T. & T. requested a rehearing on Oct. 29 and the Commission held two sessions, Nov. 25 and Jan. 6, to delve fully into the experimental and potential commercial uses of the cable.

Listening Is Free

THE enthusiasm is strong but the talent a bit weak on the Sunday afternoon child band concert sponsored on WMT, Waterloo, by Shanks-Adams Music Co., the performers having taken music lessons only three months. The program is designed to boost interest in junior music circles. Recently a listener to the remote broadcast spent several minutes complaining about it on the phone to George Olson, control operator, who finally asked the phoner's name. "After thinking it over we might want to refund your money," he said.

Colgate's Ziegfeld Series

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap) on Feb. 22 started its new *Ziegfeld Follies* series on a CBS network, Saturdays, 8-9 p. m., replacing the *Palmolive Beauty Box Theater*. The Feb. 22 program was in the nature of a stop-gap program due to the illness of Fannie Brice, Follies' star. Minerva Pious substituted for Miss Brice. Al Goodman, orchestra leader, also was absent due to illness, with Gus Haenschen conducting in his place. James Melton and Patti Chapin are other artists on the program. Benton & Bowles Inc., New York, is the agency.

DON ALLEN, formerly of KFWB, Hollywood, has been placed in charge of production and marketing of the new sound effects library to be made available March 15 by Standard Radio Inc.

Agency Takes Manager

WITH the resignation of Roland Trenchard as manager of WHOM, Jersey City, to take charge of the foreign language department of Bess & Schillin Inc., New York agency, Miss Anne Clancy has been promoted to assistant to Harry O'Mealia, WMOM president. She will also bear the title of station manager, being elevated from the program directorship which she has held for the last five years. Mr. O'Mealia also announced the promotion of Don Lurkin from announcer to publicity director.

Wyeth Expanding

WYETH CHEMICAL Co., New York (Jad salts) will launch *Miss Wiggs of the Cabbage Patch* as a live show on WHN, New York, March 2, 6:45-7 p. m., on a five-weekly schedule, Mondays thru Fridays, inclusive. It is the same script used on CBS earlier this year. An extensive disc campaign will be placed on many stations in the near future. WBS is to make transcriptions of the live WHN programs off the wire. Blackett-Sample-Hummert Inc., New York, is the agency.

Wildroot Adds Discs

WILDROOT Co. Inc., Buffalo (hair tonic) is using WBS transcriptions on WJR, Detroit; WHK, Cleveland, and KMOX, St. Louis. The talent is the same as the CBS network show, *Ted Husing and the Charioteers*, and the discs were recorded off the wire from CBS studios in New York. Batten, Barton, Durstine & Osborn Inc., New York, is agency.

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

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BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

BEST BY TEST
Now You Be The Judge
100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.
Eliminate surface noise by using needles made to fit the requirements.
Steel Cutting Needles for Acetate.
Playback Needles for all Transcriptions.

Mfg. by
W. H. BAGSHAW CO.
Lowell, Mass.

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H. W. ACTON CO.
370
7th Ave.
New York City

Send for Samples

STEEL LEADS A PARADE

- Steel and associated industries are leading the industrial parade.
- Steel means PITTSBURGH.
- Pittsburgh means WCAE.
- WCAE means INCREASED BUSINESS.
- Join the parade. SPOT your advertising NOW! In Pittsburgh! On WCAE!

WCAE
PITTSBURGH · BASIC NBC RED NETWORK
National Representative
HEARST RADIO
NEW YORK CHICAGO SAN FRANCISCO

BOUND

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

PROGRAM NOTES

WNOX, Knoxville, celebrated the favorable TVA decision of the Supreme Court with three special programs. The first, an hour and a half of speeches and music, went on 20 minutes after the news reached Knoxville headquarters of TVA. It was held in a vacant building downtown. A fleet of 10 taxies brought the 55-piece Knoxville High School Band, and the station's 14-piece sustaining hill billy band alternated in selections. The second show was in informal celebration starting at 7:30 p. m. in the ballroom of the Andrew Johnson Hotel. Lowell Blanchard, chief announcer, conducted the show. The third went on the following Sunday. Called *TVA—Land of Promise*, it stressed the future possibilities of the Tennessee Valley. Twelve ministers spoke, with music by a WNOX quartet.

PROCEEDS of the *WKBZ Roundup*, broadcast by the Muskegon, Mich., station, are divided among those taking part. The programs utilize the station's sustaining talent and the show is a sellout every week.

THE *Comedy Script Writers' Forum* on WMCA, New York, and Inter-City Group, uses six or seven amateur scripts in the quarter-hour period, each script being 60 seconds long. Twenty-six actors were used in a recent program to take the different parts. Authors are introduced to the air audience.

KGGC, San Francisco, is receiving favorable comment from individuals as well as civic and church organizations for its policy of deleting all crime from its news and editorial broadcasts. Luther L. Putnam, commentator, who presents these features, eliminates all stories of criminal acts that might lead to the glorification of crime in the minds of youthful listeners.

WMCA ON THE AIR — That's what a neon sign tells crowds at remote broadcasts of this New York station. The idea was conceived by Donald Flamm, WMCA president. Here is Postmaster General James A. Farley speaking at a recent affair, with the neon sign at his right.

BECAUSE Charlotte, N. C., has lost its minor league baseball club. WBT is arranging to make the Washington Senators, nearest major league team, the Charlotte home team and is discussing plans for play-by-play accounts with prospective sponsors.

WHIO, Dayton, celebrated its first anniversary in February with an hour broadcast which covered all remote pickups including a police court tribute and a street program. In the year WHIO's NBC commercial programs have risen from eight to 39 hours a week.

A NEW participating commercial on WHK, Cleveland, for housewives is *Gossip by Gibbons*, with Guilbert Gibbons, staff announcer famed for sports and special events broadcasts as commentator. Gibbons started off the series by explaining that he didn't know a thing about the problems of housewives and that he would depend on them to keep him posted and answer each other's questions, which they are doing.

WHEN the College of Puget Sound recently held a forensic tournament for high schools, KVI, Tacoma, broadcast the winners. Schools from more than 16 cities and towns in Western Washington entered teams in the debate division and one or more speakers in the extempore contest.

WMCA, New York, last month observed the first anniversary of its *Fox Amateur Hour*. A gun is used instead of a gong, the theater lights turning green while a siren whines, a song jingles and an ambulance drives out on the stage to pick up the victim.

UTAH POWER & LIGHT Co. has inaugurated the *Melody Master* on KDYL, Salt Lake City, using dramatic cast, mixed chorus and string ensemble for a Monday half-hour program. Another new KDYL program is *The Society Column of the Air*, sponsored by Crawford & Day, home furnishers. Miss Evelyn Blood, daughter of Governor Henry H. Blood, is cast as Alice True, editor of the column.

LIVE TALENT has replaced transcriptions on the first half of the daily one-hour program for Drug Trade Products, Chicago, over WBT, Charlotte, N. C. Dick Hartman and his *Tennessee Ramblers*, Holly Smith and Johnny McAllister received the call.

FOR middle-aged and elderly listeners WHK, Cleveland, has started a weekly program titled *When You and I Were Young*, with organ and vocalist.

KSFO, San Francisco and Oakland, has a program with a cast spread over seven miles across the San Francisco bay. The Tuesday night minstrel show, *Georgia Jubilee*, is aired simultaneously from the San Francisco and Oakland studios, with music and dialogue interchanged across the span between. Ralph Edwards, announcer in the San Francisco studios, is master of ceremonies.

KROW, Oakland, Cal., has a unique morning program, *Commuters Clock*, which serves a double purpose. It provides accurate "watch setting" time and also calls attention to San Francisco commuters to train schedules.

WNBX, Springfield, Vt., and WFEA, Manchester, N. H., were hooked up for the colorful pageant opening the Dartmouth Winter Carnival, the program being sponsored by the Dartmouth Cooperative Society of Hanover (skis). Broadcast Builders Inc., Hanover, merchandised and produced the program. Harry Ackerman, of NBC, was guest announcer, and Ray Knight, NBC artist, was carnival queen judge. Fred Wheeler, manager of WNBX, and Charles Evans, manager of WFEA, assisted in arrangements.

TO OBTAIN cooperation of the radio audience in discovering the cause of reception interference WPTF, Raleigh, N. C., is broadcasting a series of talks in which the public is asked to report reception problems. Civic bodies, a local newspaper, radio stores and electric companies are cooperating.

PAGE BOYS at WBBM, Chicago, are all studying for radio careers. Bob Kania wants to be an engineer and spends his spare time following engineers around on remotes. Al Goodwin sticks close to his typewriter and has his eye on a continuity writer's job. Ben Kirk pores over coverage maps and rate cards, aiming to be a salesman. James Wilson, who hopes to get a chance at production, has already taken the first step by purchasing a stop watch.

THE FUNERAL service held for Albert C. Ritchie, four-time Governor of Maryland, was broadcast direct from Christ Protestant Episcopal Church by WBAL, Baltimore, giving Marylanders, isolated by conditions made by recent storms, an opportunity to pay their final respects to Maryland's leading citizen. Immediately following news of the death, Edwin M. Spence, general manager of WBAL, made preparations to broadcast the same evening a memorial program, including Gov. Harry W. Nice, Herbert R. O'Connor, Attorney General, and Dr. Hugh H. Young.

THE SALE NEVER ENDS . . .

When you buy a transcribed radio program from the Radio Transcription Company of America, "the sale never ends."

TRANSCO doesn't merely sell you an order of wax discs. It sells you a service that begins, and doesn't end, with the actual sale and order.

The organization's travelling representatives call on our clients regularly throughout the year with advice on radio merchandising problems, information about TRANSCO programs, and even with up-to-the-minute news from the broadcast field generally.

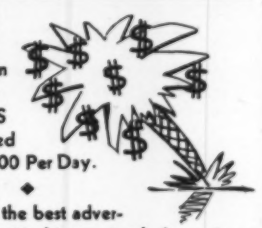
The firm supplies envelope stuffers, artistic creations done with art in colors, for all of its programs. Then there is the publicity sheet that tells about the program and artists for use in making your commercial announcements or for newspaper publicity. The catalog sheets contain more vital information about the different productions. Personal letters answer promptly any specific inquiries you may care to ask.

These supplementary aids are just a sample of the service that this transcription firm gives to its clients. The sale never ends. The Radio Transcription Company is not satisfied to just deliver the recordings. It must, and will, continue to assist the stations to sell the program.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

During 1934 Hawaiian Imports From U. S Amounted to $250,000 Per Day.



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KGMB is the best advertising buy in this typical American Market.

KGMB
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SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

A HISTORY of early California, *Gold Rush Days*, is sponsored on KFRC, San Francisco, three nights weekly by the Albert S. Samuels Co., (jewelers & optometrists), that city, with Louise Taber as commentator.

RCA-VICTOR dealers broadcast a small edition of the Major Bowes amateur program when the Major's No. 8 amateur unit visited Tampa in February. The feature was sponsored on WFLA-WSUN.

WBAL, Baltimore, cooperated with state police and relief agencies in obtaining aid and providing information for isolated inhabitants of Smith and Tangier islands in Chesapeake Bay.

KNX, Hollywood, on Feb. 29 staged a four-hour program from midnight to 4 a. m. (PST) in cooperation with the *Newark News* Radio DX Club. An international tinge was added to the broadcast by speeches from foreign consuls stationed in Los Angeles. Studio talent and motion picture names were used for the entertainment features.

KHJ, Los Angeles, has increased its daily news periods to six with the addition of a midnight quarter-hour program. The station is now on the air 19 hours a day.

AN ever-increasing volume of mail is being pulled by Edward Hoffman Co., St. Paul furniture dealer, using the *Hearth & Home* transcription series of the Mid-West Recordings Inc., on WTCN, Minneapolis. The disc series is designed particularly for furniture stores.

THEY like hillbilly acts so well in metropolitan New York that requests for studio passes to WMCA for *Zeke Manner and His Gang* must be made ten days in advance, even though the show is heard in mid-day. The program goes on twice daily at 11 a. m. and 2 p. m., and is piped to the Inter-City Group.

TO PERSUADE tardy motorists to buy their 1936 city and driver's licenses, James A. Taylor, license commissioner of Kansas City, called on WHB for aid. Announcements made before the morning municipal court broadcasts brought an immediate jump in license sales.

LISTENERS of WOR, Newark, vote on their favorite amateur compositions in a song-writers' contest started Feb. 20 by the station. Only unpublished amateur songs are heard. Pat Ballard and Charlie Henderson are in charge of the series.

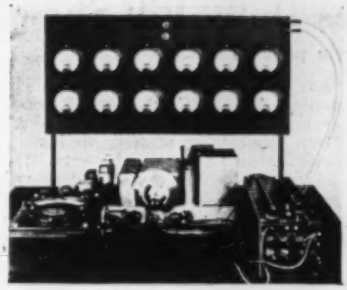
LYMAN MANNING, political writer and lecturer, is believed to be radio's first woman political commentator, having started a series of programs on WNEW, Newark. She gives the woman's viewpoint in her comments.

JIMMY EVANS is broadcasting a summary of high school, preparatory and parochial school sports events three evenings a week over WBBM, Chicago. The program also features interviews with prominent prep stars.

DRAWING of places for the world's championship sled dog derby last month was staged in the studios of WLNH, Laconia, N. H., and the proceedings were broadcast. Mushers from all over the United States and Canada were present, with several hundred persons observing the ceremonies. The Derby was fed to Inter-City.

A SERIES titled *Romance in Business*, scheduled for 26 weeks, started Feb. 16 on KTUL, Tulsa. Sponsor is Mid-West Chevrolet Co., and dramatizations of the rise of Tulsa retail stores is presented by cast of five. The client also plans another type quarter-hour show for three times during week.

DON WILSON, NBC announcer, and Harry Conn, writer of the Jack Benny scripts, have bought a race horse which they have named Jack Benny.



NEVER MISS A NOTE—These six decibel meters of a new type are operating continuously for a year in the Weston Electrical Instrument Corp. laboratory, checking the signal characteristics of WOR, Newark. They are operated by a fixed frequency receiver turned on last June.

EQUIPMENT

WKBZ, Muskegon, Mich., has installed new Brush crystal microphones throughout, including remote equipment and Brush pickups are being purchased for records and transcriptions. The microphones are of the large non-diaphragm 24-cell crystal type.

KYA and KGGC, San Francisco, have installed new Hammond pipe organs purchased from Sherman Clay & Co., that city. WHB, Kansas City, has also installed a Hammond organ.

WFLA-WSUN, Clearwater-St. Petersburg, Fla., has purchased a General Radio 730-A transmission monitoring assembly for installation at the Bayview output station.

KFXM, San Bernardino, Cal., is planning to remodel its transmitting equipment under the direction of Paul Oard, chief engineer. Changes will embrace replacement of crystal control units, buffer stages, oscillator circuits, etc., with latest composite equipment.

A NEW Wurlitzer pipe organ, embodying every development of modern pipe organ science and designed especially for radio use, will be installed, tuned, tested and ready for operation in Studio G of the NBC Chicago headquarters shortly after March 1.

MUSIC students at Tennessee Polytechnic Institute have been assigned the Lawrence Goodman Pianologue on WSM, Nashville, as required listening and must write criticisms of each program.

ACTION!

ONE announcement on WTMJ at 9:00 A. M. requesting program opinions brought a baking company 1140 letters postmarked the same day, plus many telephone calls. If you want listener-action, try—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

THE LONG ARM OF LONG DISTANCE

Somewhere there's a station executive, an agency representative, a merchandising man, a sponsor, a singer, whom you want to see and see quickly. One out of 120,000,000 people—100 or 1000 miles away.

Reach for your telephone and the long arm of Long Distance will pick that one person out of the crowd for you in less than two minutes (1.5 minutes, average time). You can talk back and forth as easily as if you were face-to-face.

These quick, personal contacts, multiplied a few or many times a day, save you time, energy and money and make you a more productive partner in the business of broadcasting.

EVERY HOUR
of the
Day Is A Profitable
Time On
WBAL

•

One advertiser received 5,638 returns in response to an announcement on a program broadcast at eleven o'clock in the morning.

•

Another advertiser received 12,140 returns in response to an announcement made on a program broadcast at 4:15 in the afternoon.

•

A third advertiser received 40,217 returns on a program broadcast 7:30 in the evening.

•

Results such as these do not happen; they are due to one definite thing—

•

An active, wide-awake listening audience.

•

Station WBAL reaches a market of far more than 3,500,000 alert listeners.

•

When You Buy
WBAL
You Sell Maryland

WBAL

BALTIMORE

Basic NBC Blue Network

10,000 Watts • 1060 kcs.

National Representatives

HEARST RADIO

New York - Chicago - San Francisco

Tin Pan Alley Stages Duffy Bill Show

(Continued from page 9)

tile to the Duffy measure, announced that two other bills were before the committee — the Daly bill (HR-10632) and the Sirovich bill (HR-11420), both favorable to ASCAP but the latter the most favorable. The Daly bill would keep the innocent infringement clause of $250, while the Sirovich measure, as a compromise, would reduce it to $125 but not eliminate it as would the Duffy bill.

Mr. Buck was given free rein in his testimony as the first witness. He called the Duffy bill everything from "insidious" to a measure conceived by the "power trust", but he did not amplify how that power trust happened to be in the picture. He charged broadcasters, hotels and motion picture interests with "sensitizing" Congress with propaganda against ASCAP. He harped on the term "racketeers". Then he made Berlin, Charles Wakefield Cadman, Gershwin and Mrs. Ethelbert Nevin, widow of the author of *The Rosary*, stand up and take bows. Also on hand were Nathan Burkan, ASCAP general counsel; E. C. Mills, ASCAP general manager; Deems Taylor, Mabel Wayne, Ferde Grofe, Oley Speaks, Otto Harbach, Irving Caesar, Edgar Leslie, Bill (*Last Round-Up*) Hill and George M. Cohan. At least, that is what ASCAP's prolific publicity said.

Buck was unhampered by facts in his testimony. He charged that the broadcasters were "writing their own ticket" in the Duffy bill. He played to the vanity of the "busy members" of Congress. He denied that ASCAP ever collected or ever wanted to collect "a cent" from bootblack stands, delicatessens or small establishments. He told of how sheet music and record sales had tobogganed since radio's advent. He said elimination of the $250 innocent infringement provision would "legalize piracy" of music.

Government Suit

BUT one statement by Buck may bring repercussions. He threw out the veiled hint that the Department of Justice, if it has not dropped, at least is not pressing its anti-trust suit against ASCAP. He said when the suit opened last June, "ASCAP met the charges and hasn't been there since", but was ready to go any time of the day or night. The Department has officially announced however that it will press its suit against ASCAP and that the present respite is the result only of agreements upon stipulations by the parties involved.

Buck said ASCAP's gross receipts last year were $4,000,000, of which $2,500,000 came from broadcasters. Other ASCAP officials, however, have informed the broadcasting industry that collections from radio amounted to a little short of $3,000,000.

After Mr. Buck had completed his protracted statement he was put through a rather mild grilling by only two of the dozen committee members present. Rep. Church (R.-Ill.) protested against the committee's procedure. He said orderly conduct of the hearing required hearing of the proponents of the Duffy bill first, rather than its opponents. After a lot of wrangling in which Lanham (D.-Tex.), Daly (R.-Pa.), Perkins (R.-N. J.) and Sirovich, favored ASCAP's presentation not only first, but in rebuttal, the first day's session broke up in tumult with no decision on the issue.

Before Sirovich pounded the gavel, however, Rep. O'Malley (D.-Milwaukee), youthful member of the committee, managed to get in a few resounding blows against ASCAP. He charged ASCAP was guilty of singling out small establishments, like taverns, and getting tribute from them by allegedly coercive methods. This Buck denied, and Rep. O'Malley politely informed him he didn't know what was going on in his own organizations.

ASCAP Savings a Club

AT THE second day's hearing Feb. 26 ASCAP ran riot again, with General Counsel Burkan doing most of the rioting. In the opinion of observers who have attended many Congressional hearings, it was the greatest exhibition of a witness "running" a hearing ever seen. Mr. Burkan and Mr. Buck again had things pretty much their own way, although Rep. O'Malley pursued his charges against ASCAP as a "legal racket" which had used strong-arm methods in mulcting small users.

The ASCAP strategy, it was apparent from the outset, was to turn tables on opponents by employing the arguments the opponents themselves have used. For example, Burkan persistently put into the record the assertion that the "broadcasters" are the racketeers, not ASCAP, and that the broadcasters "put a gun to ASCAP's belly" and demanded preferential treatment, not the other way around. On the preceding day, Buck had referred to the broadcasters as "termites" who wanted music for nothing.

Rep. Lanham, an ASCAP supporter, opened Wednesday's session by asking about the "power trust" charges made by Mr. Buck. The ASCAP president replied that it was the North American Co., which controls Wired Radio Inc., that planned to enter broadcasting without selling advertising. It was difficult to see where this justified the charge that radio was controlled by the "power trust", but this apparently did not register with Committee members unable to differentiate between "wire" and "space" radio.

Elaborating on the Wired Radio

Hold the Press!

A NEW FAST MOVING PROGRAM

Do you want a story that will have more audience appeal and interest than any transcribed program in existence????

What could offer more background than the offices of a great Metropolitan newspaper for EXCITEMENT —THRILLS—ROMANCE—COMEDY—and HUMAN INTEREST?

Any sponsor can be proud to offer HOLD THE PRESS to his listeners. There are 65 fifteen-minute programs in Series A.

YOU MUST HAVE SAMPLES TO JUDGE THE MERITS OF THIS PROGRAM—SO WHY NOT SEND FOR THEM TODAY?

We have a program that will fit your needs.

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

UNIVERSAL
Combination FLOOR STAND
A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $18.00.

Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif., U. S. A.

"threat", Buck talked about the public's apathy toward radio advertising and how wired radio, without advertising, in his opinion, would supplant space radio. Moreover, he asserted that performing rights societies of other countries, having government-owned broadcasting, derive more money from them than does ASCAP here. This statement, unsupported by figures, likewise was not controverted by committee members.

Into all this discussion was drawn the 2-cent per record royalty received by composers for recording of their works. A provision in the Duffy Bill to this end was opposed, not only by Buck and Burkan, but also by Deems Taylor, composer. They asked for the free right to bargain on such performances. Likewise no mention was made of transcription rights and royalties collected by Music Publishers Protective Association, sister organization of ASCAP in the mechanical field.

Mr. Burkan took the stand when Rep. O'Malley resumed his examination of President Buck. After Buck said his salary was $35,000 a year, a colloquy among the committee ensued. Burkam began to berate the action of Wisconsin courts in throwing out ASCAP infringement suits. He charged this was being done on a "legal technicality". At this point Rep. Daly demanded not only an investigation of the federal judge in question, but also alluded to "impeachment" proceedings. Later he withdrew certain of his remarks after Rep. O'Malley had branded them inaccurate.

Rep. O'Malley then referred to a letter he had from the U. S. Attorney in Wisconsin stating that ASCAP had sought to collect $150 from a hall used for a single golden wedding celebration. Mr. Burkan answered this was "false and malicious" and he offered to pay the expenses of anyone who would come before the committee and substantiate any such charges.

Declaring the Duffy bill seeks to "abolish" ASCAP, Mr. Burkan said that broadcasters "put a gun up against our belly" and demanded that ASCAP give them five-year contract extensions last year. He said that ASCAP capitulated and gave them the extensions. Broadcasters, on the other hand, have charged that ASCAP did the "hold-up," forcing broadcasters to accept the extensions under duress.

The Government Suit

MR. BURKAN read to the Committee from the "confidential report" of NAB managing Director Baldwin, sent to the membership on Feb. 18. He referred particularly to that phase of it referring to "conferences" of broadcasters with Andrew W. Bennett, special assistant to the Attorney General, in charge of the anti-trust suit against ASCAP.

Questioning the right of Mr. Bennett to confer with the broadcasters on such "contract matters", Mr. Burkan assailed both Mr. Baldwin and Mr. Bennett. He referred to Baldwin as the "fellow" who had been conferring with committee members on the Duffy Bill.

Deems Taylor opposed the Duffy Bill on the ground that it had been "colored" to a great extent "not by the creators but by the exploiters of music." He opposed the compulsory license fee for phonograph records and also the elimination of the $250 infringement clause, declaring the latter is the "rock upon which ASCAP rests."

Sigmund Romberg said he for years had favored legislation which would permit American entry into the International Copyright Union to protect the work of American authors abroad, but added that whenever such a bill is offered, efforts are made to "take something away" from composers. He asked for speedy enactment of legislation to permit entry into the International Copyright Union.

Radio Has Defenders

THE TIDE turned somewhat at the third day's hearing on Feb. 28. Committee members, irritated over the way in which Buck and Burkan attempted to "run the show," insisted upon direct answers to questions. Some telling blows against ASCAP on cross-examination also were registered by Rep. Deen (D.-Ga.) who on Feb. 19 had delivered an address over NBC favoring the Duffy bill.

Support for government ownership of broadcasting developed when Rep. Dunn (D.-Pittsburgh) charged that ASCAP was not getting a square deal from broadcasters, whom he called "robbers" and "racketeers". He said he advocated government taking over all stations, presumably because of the ASCAP expressions.

The hearing wound up dramatically, when Chairman Sirovich, who called himself an author as well as a surgeon and a legislator, attacked broadcasters as "murderers of music" who are responsible for the Duffy Bill. He called the provision of elimination of the $250 innocent infringement clause "an outrage", and asserted that ASCAP was attempting to "protect broadcasters against the invasion of wired radio and television.

"The day isn't far distant," declared Sirovich, "when the broadcasting organizations themselves will be destroyed by television. Where will little and big radio stations be then?" In a flourish of oratory, Sirovich concluded that he was in "sympathy with the composers" and that they ought to get what they want. There was an outburst of applause from the ASCAP cheering section.

Buck and Burkan, under examination by Rep. Deen, attempted to continue their tactics of the preceding day in evading direct answers to questions. Protests to the chairman brought more direct responses. Burkan charged the NAB with being a "powerful" organization, rich in funds, and with a membership of all stations. Actually the membership is little more than half of the roster of 630 stations.

Burkan read again from the Baldwin copyright report of Feb. 18, purporting to show that the NAB had been lobbying around Congress for months, and he again mentioned the "invisible hand of the power trust" behind radio. He charged that Congress had been deluged with telegrams paid for by NAB.

To this Rep. Deen responded by reading telegrams sent by Buck and by many composers to Senators opposing the Duffy Bill. He asked whether there was anything "wrong" about a constituent wiring his Congressman, and Burkan finally admitted there wasn't.

Burkan declared that elimination of the $250 minimum infringement clause would spell the "end of this Society". He said that without the clause ASCAP would be lucky to get $500,000 a year, as against the $2,500,000 he declared it obtained last year.

Why Warners Quit

"WHY did Warner Brothers break away from the Society?" asked Rep. Deen.

"Plain greed", answered Buck. He added they asked for more money from ASCAP, but that ASCAP was not out to get "all the traffic can bear". Moreover, he held that Warner attempted to dispose of its publishing houses to broadcasters, and that he wouldn't be surprised" if at this time they were in a huddle with broadcasters on a sale.

Again Buck referred to the Baldwin Feb. 18 report, wherein it was stated that both NBC and CBS had negotiated for purchase of Warner houses, but he read too far—since the report stated that these negotiations ended last June, and had not been resumed.

Rep. O'Malley sprung a surprise when he read into the record a telegram from a Chicago lawyer, Daniel C. Gallery, stating that 125 cases now are pending in that city in which ASCAP is suing tavern keepers and other small users for alleged infringements. Buck denied it. So did Burkan, who "objected" to its inclusion in the record. He then was politely informed that witnesses did not have the right to object to introduction of evidence by members of the Committee. Burkan once again offered to "pay the railroad fare" of the lawyer to substantiate this charge.

Buck evaded a question by Rep. Dunn as to whether he believed ASCAP would be better off "if the government would take over broadcasting". That, said Buck, is a difficult question, and would "require exhaustive study".

The Committee adjourned until March 3, at which time ASCAP is expected to continue its opposition. It will be followed by other opponents, including the Authors League, Music Publishers Protective Association, and similar organizations.

Mr. Baldwin, and perhaps legal counsel, are expected to appear for the broadcasting industry. Categorical denials of the many allegations made by ASCAP witnesses probably will be the nucleus of the NAB argument.

How Cold Is It?

AT KSTP, St. Paul, the temperature announcing business is driving announcers frantic. The reason: They get three hourly temperatures and each varies greatly. One comes from the Minneapolis weather bureau, a second from the St. Paul weather bureau, and the third from the top of the Minneapolis federal building. The other morning the readings were, respectively, 18 below zero, 20 below zero and 10 below zero. And no matter how the boys word them, the telephones keep the station busy immediately afterwards, "I thought you said it was 10 below, and now you say it's 20!"

BELIEVE IT OR NOT—

OUR READERS BITE OFF 76.5" OF FINGER NAILS WAITING FOR EACH ISSUE OF

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

MAY WE ADD YOURS?

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Advertisers' Gift to Retailers

(*Continued from page 11*)

Decker, the local sales representative for Campbell's tomato juice, drop in to see us.

Mr. Decker came in and the entire situation was discussed with him.

The suggestion was made that he might advantageously contact local retail grocers on this program and arrange for about 250 window displays. (See accompanying photo of sample window display.)

On the window, we displayed the regular poster of the *Burns & Allen* program supplied by the agency, and in addition, a 17" x 5½" special poster, printed in 2½" tomato-red letters, which read: "Listen to this program over WMAS every Wednesday at 8:30 p. m."—A definite local tie-up, and something that converted a network program into a local offering of interest to the people of Springfield, and more important still, *told the public where Campbell's tomato juice could be bought locally.* Counter displays, shelf displays, and as a matter of fact, if it should be the policy of the company, a special might be arranged occasionally, although I don't know whether or not it was actually done in this instance.

A slug might also be arranged for in local newspaper advertising, and too, direct mail calling attention to the program by the retailer would not be amiss. By following up a network program and tieing in with it, the retailer has everything to gain and nothing to lose.

Mr. Decker is quite a frequent visitor to WMAS, and he is interested in what we are doing, as we, too, are interested in his problems.

Where to Buy?

OTHER representatives come into the station frequently. In every case either the agency or the manufacturer was requested to have the representative contact us, and in a number of instances, through close cooperation between the station and the company's representative, a lot of good has been accomplished.

After all, there are few network programs that tell, specifically, where a product can be bought locally. Is it not obvious, therefore, where a national advertiser is paying for time on a local station, not only should the public in that vicinity know where the product may be bought, but the manufacturer should get a return for the money spent. This function definitely belongs to the local sales representative of the manufacturer who is contacting regularly with the retailer.

Furthermore, it should be to the sales representative's interest, for the sake of increased sales volume, to take a vital interest in the network program of his company and see to it that a definite tie-up be made between his sales outlets and the selling power of the network program.

The more a sales representative cooperates along these lines the more localized a network program becomes, and proper functioning right down the line at points where the network program is used cannot help but be productive of good sales results.

The local radio station has a function. Its main task is contacting the local sales representative. The station knows little or nothing of the sales policies of the advertiser and if the former gets too deeply into the mysteries of distributing problems it is likely to get into some kind of a jam.

A local radio station can do valuable work, however, by conferring with the manufacturer's local sales representative, and the cooperation of the two can accomplish a great deal towards making network programs more productive for the national advertiser.

Personally, I thoroughly believe in completing the triangle of retailer, manufacturer, and radio station, but feel that if the demands become too great it might be an impossibility to carry out all the necessary functions in spite of the good intentions of the radio station.

It is obvious, however, that the manufacturer should prevail upon his own local sales representative to interest himself in his own network program, doing the things that are necessary to bring about increased local volume through the fact that the network program is coming through a local station.

I don't believe there is a radio station in the country that would refuse cooperation with any or all local sales representatives, not only for the benefit of the station, but for the benefit of the manufacturer whose interest lies in the sales of the retailer in that particular locality.

Electrolux in Florida

ELECTROLUX Inc., New York (refrigerators) is using a series of 26 live spot announcements daily except Sunday to promote its new kerosene burning Electrolux over five Florida stations. The stations are WQAM, WJAX, WMFJ, WRUF, WDBO. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Iron Fireman Discs

IRON FIREMAN Co., Portland, Ore. (automatic coal feeder), thru Gerber & Crossley Inc., Portland, has purchased a series of 13 quarter-hour military band transcriptions from MacGregor & Sollie Inc., San Francisco transcription producers, to be released nationally starting March 5.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

Did You Get Your Copy of the 1936 YEARBOOK?

It has been mailed to all regular subscribers to BROADCASTING MAGAZINE . . . . a 322-page volume that took us a whole year to compile, edit and produce . . . a reference directory that should be on the desk of everyone identified with the business of broadcasting . . . a compendium more valuable to radio advertising executives than their local telephone directory.

The 1936 Year Book, among other features, contains the following directories and tabulations important in the daily routine of every advertising agent, radio advertiser, program builder, broadcast executive, etc.:

Directories of U. S. and Canadian Broadcasting Stations
(By call letters, frequencies and states, with executive, sales, program and engineering heads, with local addresses, telephone numbers, etc.)

National and Regional Networks
(With personnel, rate cards, lists of accounts and agencies, etc.)

Advertising Agencies Handling Radio Accounts
(With addresses, phone numbers, radio personnel)

Radio Outline Map of the United States
(Showing all cities having radio stations)

Cumulative List of National and Regional Advertisers Using Radio

Station Representative Directory

Newspaper Ownership of Radio Stations

Directory of Transcription, Recording, Program and Talent Services

Station Subscribers to Press Association Services

Stations Accepting and Rejecting Liquor Accounts

Radio Editors of U. S. and Canadian Newspapers

Directories of Radio and Advertising Associations, Market Research Organizations, etc.

Directories of Consulting Engineers, Radio Attorneys, etc.

Bibliography of Radio Literature

Executive, Staff and Field Personnel of FCC

Text of Communications Act of 1934; also FCC Regulations

Directory of Broadcasting Equipment Manufacturers

Lists of Short Wave, Television and Experimental Radio Stations

World Log of Radio Stations, Indicating Whether They Sell Time

and many other features

BROADCASTING
Broadcast Advertising
870 National Press Bldg.
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1936 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR Subscriptions YEARBOOK INCLUDED.
(Add $1.00 for each Foreign Subscription)

Name.....
Address.....
City.....
State.....
Firm Name.....
Your Position.....

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

FEBRUARY 14 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

(No meeting held Feb. 18.)

FEBRUARY 21

APPLICATIONS GRANTED:

WFBR, Baltimore—License for use aux. trans. as main, main as aux.

NEW, Dorence D. Roderick, El Paso—CP 1500 kc 100 w unltd.

WHDH, Boston—CP change equip.

WKRC, Cincinnati—Extension exp. auth. 1 kw D & N.

WREC, Memphis—Extension exp. auth. 1 kw N 2½ kw D.

KMBC, Kansas City—License for aux. trans.

WMT, Cedar Rapids—License for spec. auth. 1 kw N 2½ kw D directional N.

KGVO, Missoula, Mont.—License for CP new equip., change to 1260 kc 1 kw.

WDBO, Orlando, Fla.—Extension exp. auth. 1 kw D.

KFBK, Sacramento — License for CP 1490 kc 5 kw unltd.

WOKO, Albany, N. Y.—License for CP 1430 kc 500 w N 1 kw D unltd.

KHBC, Hilo, Hawaii—Modif. CP new equip., change from 1420 to 1400 kc, increase from 100 to 250 w, extend completion.

WINS, New York—Renewal license.

WIBM, Jackson, Mich. — CP change trans., install vertical antenna.

WCAO, Baltimore—CP change equip.

WREC, Memphis — Modif. CP extend completion.

WGBI, Scranton—Extension exp. auth. 500 w.

WIP, Philadelphia — Extension exp. auth. 1 kw.

W1XAV, Quincy, Mass. — License exp. 100 w.

W1XER, Quincy—License gen exp. 500 w.

NEW, NBC, New York—CP exp. relay visual service 177,000 kc 15 w; W2XF and W2XK, CP increase power.

SPECIAL AUTHORIZATIONS—WCBD, Waukegan, Ill., extension temp. auth. studio at Zion, Ill.; KFKA, Greely, Col., extension temp. auth. temp. antenna; WFAM, South Bend, Ind., extension temp. auth. Simul.—WWAE 6 a. m. LS; WIS, Columbia, S. C., extension temp. auth. 560 kc 1 kw N 5 kw D; WJEJ, Hagerstown, Md., extension temp. auth. 50 w spec. hours; WHIS, Bluefield, W. Va., extension temp. auth. composite trans.

SET FOR HEARING: New, Ben S. McGlashan, San Diego; New, The Tribune, Great Falls, Mont.; NEW, Lookout Brdcstg. Corp., Chattanooga; NEW, E. Anthony & Sons Inc., Pawtucket, R. I.; NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.; NEW, R. C. Goshorn & Lester E. Cox., Jefferson City, Mo.; NEW, Power City Brdcstg. Corp., Niagara Falls; NEW, Steffen Ice & Ice Cream Co., Wichita; NEW, J. T. Bilben & N. G. Barnard, Walker, Minn.; NEW, Peninsula Newspapers Inc., Palo Alto, Cal.; WCBD, Chicago; NEW, W. E. Day, Creston, Ia.; NEW, Johnson & Perry, Cedar City, Utah; NEW, State Capitol Brdcstg. Assn., R. B. Anderson, pres. Austin, Tex.; WGAR, Cleveland.

MISCELLANEOUS: KFPM, Greenville, Tex., denied reconsideration hearing; KFOX, Long Beach, Cal.; denied reconsideration and grant assign license to Hal Nichols Inc.; KFRU, Columbia, Mo., granted use N hours when relinquished by WOS; W. T. Knight Jr., Savannah, denied reconsideration hearing applic. new station; WGBF, Evansville, Ind., denied temp. auth. Simul.-KFRU reduced power spec. hours.

APPLICATIONS DISMISSED:

WGAR, Cleveland—Modif. license 890 kc 500 w 1 kw LS unltd.

WCOL, Columbus, O.—CP 1210 kc 100 w 250 w LS unltd.

NEW, M. M. Oppegard, Grand Forks, N. D.—CP 1310 kc 100 w 250 w LS unltd.

NEW, Bismarck Tribune Co., Bismarck, N. D.—CP 550 kc 1 kw 5 kw LS unltd.

KGFG, Oklahoma City—CP 1370 kc 100 w 250 w LS SH.-KCRC.

NEW, American Brdcstg. Corp. of Ohio, Cleveland—CP 880 kc 1 kw unltd.

NEW, A. E. Hughes, d.b Valdosta Brdcstg. Co., Valdosta, Ga.—CP 1500 kc 100 w unltd.

NEW, Ralph E. Smith, San Diego—CP 1200 kc 100 w D.

APPLICATIONS DENIED: NEW, Eugene DeBogory, d.b Dalls Radio Research Engrs., Dallas—CP 1570 kc 1 kw unltd.

RATIFICATIONS:

KILB, Shreveport—Granted auth. operate exp. freq. (2-12).

KABH, Shreveport—Same.

Peoples Pulpit Assn., New York—Designated for hearing applic. transmit Judge Rutherford's program from Los Angeles to XENT (2-14).

Jehovah's Witnesses, New York—Denied temp. auth. transmit Judge Rutherford's program to XENT, XERA, COCH.

KWKC, Kansas City — Cancelled temp. auth. to Tome Cleveland to operate KWKC and granted interim auth. to Charlotte Duncan and contracting parties subject action on formal applic. (2-19).

WREC, Memphis — Granted extension. temp. auth. 1 kw D & N (2-17).

FEBRUARY 25

APPLICATIONS GRANTED:

WGAR, Cleveland—Auth. antenna measurement.

WSYR, Syracuse—Extension license one month.

KFDM, Beaumont, Tex.—Renewal license, 560 kc 500 w D 1 kw N.

KFAB, Lincoln, Neb.—Renewal license.

WTAG, Worcester, Mass.—Renewal license, also aux. trans.

KGMB, Honolulu—Renewal license.

KARK, Little Rock, Ark.—Renewal license.

WIBW, Topeka—Renewal license.

WJAR, Providence, R. I.—Extension exp. auth. 500 w N.

W2XIS, New York—Modif. CP gen exp. 100 w.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, extension exp. auth. 560 kc 1 kw N; WDBO, Orlando, Fla., extension temp. auth. added 750 w N; WNAD, Norman, Okla., temp. auth. spec. hours; WIOD-WMBF, Miami, extension temp. auth. temp. antenna.

SET FOR HEARING—WHIO, Dayton, applic. CP change equip., increase to 5 kw D.

ORAL ARGUMENTS—NEW, Paul R. Heitmeyer, Salt Lake City; NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; NEW, Wyo. Radio Educ. Assn., Cheyenne; WFEA, Manchester, N. H.; NEW, W. H. Kindig, Hollywood; KFAC, Los Angeles; WCAO, Baltimore; WICC, Bridgeport, Conn.; WIP, Philadelphia.

MISCELLANEOUS—WJEJ, Hagerstown, Md., temp. extension license granted; NEW, ABC Brdcstg. Co., Big Spring, Tex., dismissed with prejudice applic. CP 1500 kc 100 w D.

RATIFICATION—WOEG, Schenectady, granted auth. 50 w exp. for special event (2-20).

Examiners' Reports . . .

WRBL, Columbus, Ga.—Examiner Hill recommended (I-197) that applic. renewal license 1200 kc 100 w unltd. be granted.

WCMI, Ashland, Ky.—Examiner Seward recommended (I-198) that motion of applicant for continuance of hearing be denied; that motion of respondents to dismiss with prejudice be granted.

KFJM, Grand Forks, N. D.—Examiner Walker recommended (I-199) that applic. CP change from 1370 kc 100 w (SA Exp. 250 w LS) unltd. to 1410 kc 1 kw unltd. be denied.

NEW, Merced Star Pub. Co., Merced, Cal. — Examiner Bramhall recommended (I-200) that applic. CP 1040 kc 250 w D be granted.

WDAE, Tampa—Examiner Hyde recommended (I-201) that applic. increase to 1 kw 5 kw LS unltd. be granted.

NEW, Thames Brdcstg. Corp., New London, Conn. — Examiner Walker recommended (I-202) that applic. CP 1500 kc 100 w D be granted.

Applications . . .

FEBRUARY 14

W1XEH, Avon, Conn.—Modif. CP exp.

W2XIS, Bronx, N. Y.—Modif. CP exp.

NEW, Charles T. Copeland Jr., W. H. May, Troy, Ala.—CP 1210 kc 100 w D.

NEW, Evans Brdcstg. Co., Kansas City—CP 1370 kc 100 w unltd., facilities KWKC.

WTRC, Elkhart, Ind.—Modif. CP change equip., increase power, to move trans. locally, approve antenna.

W9XAA, Chicago — License for CP change location.

KRKO, Everett, Wash.—Vol. assign. license to KRKO Inc.; CP new equip., increase from 50 w to 100 w 250 w D, modif. license.

FEBRUARY 15

NEW, J. E. Churchwell, G. O. Russell, H. O. Freeman Jr., d/b Panama City Brdcstg. Co., Panama City, Fla.—CP 1500 kc 100 w D.

NEW, Smith, Keller & Cole, San Diego—CP 1200 kc 100 w D.

APPLICATION RETURNED — KRKO, Everett, Wash., vol. assign. license to Seattle Brdcstg. Co.

FEBRUARY 18

WTAG, Worcester—CP cange equip.

NEW, Nolan S. Walker, Canton, O.—CP 1200 kc 100 w 250 w D unltd., asks facilities WHBC.

NEW, Birmingham News Co., Birmingham—CP 590 kc 500 w 1 kw D unltd.

NEW, Red River Valley Brdcstg. Corp., Sherman, Tex.—CP 1310 kc 100 w D.

KSO, Des Moines—CP change equip., increase from 1 to 2½ kw D.

WWAE, Hammond, Ind.—Modif. license from Sh.-WFAM to unltd. D to LS, Sh.-WFAM N.

NEW, Pemberton Gordon, Jefferson City, Mo.—CP 1310 kc 100 w D.

KICA, Clovis, N. M.—Vol. assign. license to Western Brdcstrs. Inc.

APPLICATIONS RETURNED — NEW, KFAD Brdcstg. Co., Emmons L. Abeles, Sec., Bismarck; WBNO, New Orleans.

FEBRUARY 21

NEW, Edwin A. Kraft, Petersburg, Alaska—CP 1420 kc 100 w unltd.

NEW, Elmira Star-Gazette Inc., Elmira N. Y.—CP 1200 kc 250 w D.

WMAL, Washington—Modif. license from 250 w 500 w D to 500 w D & N.

WEVD, New York—Modif. license to unltd., asks facilities WBBC, WLTH, WARD and WVFW, amended from 1300 to 1400 kc.

WDBJ, Roanoke, Va.—CP new equip., increase from 1 kw to 1 kw N 5 kw D, move trans. & studio locally.

NEW, Radio Air Service Corp., Cleveland—CP gen exp. 50 w.

WDAE, Tampa, Fla. — Extension exp. auth. 2½ kw D, change equip.

NEW, Grover C. Maxwell, George A. Sancken, Herbert C. Lorick, Augusta, Ga.—CP 610 kc 250 w 500 w D unltd.

WIOD-WMBF, Miami—CP change equip.

NEW, Ben L. Taylor, Mr. & Mrs. Phil B. Whitaker, Chattanooga—CP 1200 kc 100 w D.

NEW, R. J. Laubengayer, Salina, Kan.—CP 1500 kc 100 w unltd.

KDON, Del Monte, Cal.—Vol. assign. license to Monterey Peninsula Brdcstg. Co.

NEW, Western Broadcast Co., Los Angeles—CP gen exp. 100 w.

APPLICATIONS RETURNED — NEW, Rensselaer Polytechnic Institute, Troy, N. Y.; NEW, Roy H. Cooper, Dover, O.; NEW, News Pub Co., Henderson, Tex.; NEW, Bluffton Brdcstg. Co., Bluffton, Ind.; WCRW, Chicago; NEW, H. L. Corley, Trinidad, Col., amended.

FEBRUARY 26

NEW, Harold F. Gross, Edmund C. Shields, Saginaw, Mich.—CP 1210 kc 100 w 250 w D unltd. (facilities WJIM if WJIM applic. 1010 kc is granted), amended to 950 kc 500 w D, omit WJIM request.

WJBK, Detroit — Modif. CP change equip., install antenna, extend completion.

NEW, Jonas Weiland, Kinston, N. C.—CP 1210 kc 100 w 250 w D unltd., amended to 1210 kc.

NEW, I. T. U. Radio Station Inc., Indianapolis—CP 560 kc 1 kw 5 kw D unltd. facilities WIND, amended to change studio to 2820 Meridian St., change antenna.

WEMP, Milwaukee — CP new equip., change from 1310 to 1010 kc 100 w to 250 w 500 w D unltd.

APPLICATION RETURNED — NEW, Central Labor Council of Los Angeles, Inglewood, Cal.

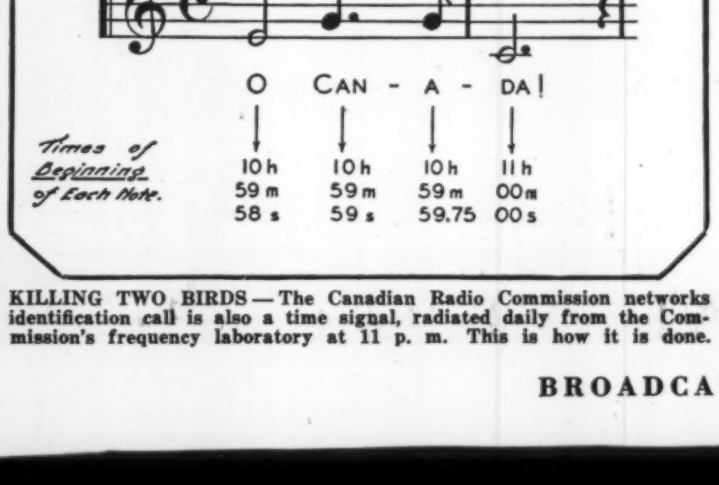
FEBRUARY 28

NEW, Courier-Post Pub. Co., Hannibal, Mo.—CP 1310 kc 100 w unltd.

NEW, Glenn Van Auken, Indianapolis—CP 600 kc 1 kw D.

KJII, Klamath Falls, Ore. — CP change equip.

APPLICATIONS RETURNED — NEW, C. E. Sykes, O. W. Johnson, S. T. Beare, Corinth, Miss.; NEW, Hershel Talbot Walton, E. Liverpool, O.; WIOD-WMBF, Miami.



KILLING TWO BIRDS — The Canadian Radio Commission networks identification call is also a time signal, radiated daily from the Commission's frequency laboratory at 11 p. m. This is how it is done.

WBNS-WCOL Hold Staffs

NO CHANGES in the staff of WBNS and WCOL, which are affiliated with the *Columbus Dispatch* and *Ohio State Journal*, have been made with the exception of the appointment of William McKinnon as program director of WCOL, according to a statement Feb. 27 by R. A. Borel, WBNS manager. The staff of WBNS, he added, remains the same with the exception of the division of sales work into two sections, under William Orr as local sales director and the other under Frank S. Fenton as national sales director.

H. FENDRICH Inc., Evansville, Ind. (Le Fendrich cigars) on Feb. 23 began a new series of musicals titled *Smoke Dreams* over 3 MBS stations (WGN, WLW, WGAR), keyed from WLW, Sundays, 3:45-4 p. m. (EST). Ruthrauff & Ryan, New York, handles the account.

EMANUEL LEVI, vice president and general manager of the *Louisville Courier-Journal* and *Times*, who has had general supervision over WHAS, has resigned to become publisher of Hearst's *Chicago Herald & Examiner*.

Conflict in Network and Local Programs Upsets Schedules as Chicago Shifts Time

ON SUNDAY, March 1, the City of Chicago officially moves its clock ahead one hour in compliance with an order of the Council placing the city on Eastern Standard Time. Because this automatically brings all network programs into the city an hour later, program directors at all Chicago chain outlets have been working overtime the last few weeks trying to iron out the countless conflicts between national and local advertisers. Speaking about WBBM, CBS Chicago key station, Frank Rand, of CBS, says:

"The most cursory investigation reveals that the coming change of time is going to cause almost hopeless confusion. On March 5, for example — and the same condition will exist, of course, on other days —we will find ourselves in the embarrassing position of trying to fill conflicting contracts."

Program Shifts

NETWORK advertisers whose programs reach Chicago during the later evening hours are in several cases moving their broadcasts to other times.

Other network advertisers who cannot secure earlier time are disturbed about the change. J. H. Platt, advertising manager of the Kraft-Phenix Cheese Co., which sponsors Bing Crosby's Thursday evening broadcasts, says:

"The change shoves our program, now in Chicago at 9 to 10 p. m. up an hour to 10 to 11 p. m. This will reduce our potential audience in Chicago considerably, because many people will have gone to bed. Our sales department is badly upset over this possibility. Studies have shown that the peak radio audience is between 8 and 10 p. m. Beginning at 9:30 p. m. there is a sharp drop and after 10 only the folks who want to listen to dance music are interested in radio."

Such juvenile network programs as Kellogg's *Singing Lady*, Ovaltine's *Orphan Annie* and General Mills' *Jack Armstrong*, all of which have been heard in Chicago on repeat broadcasts, will now include Chicago in their earlier broadcasts, and so will continue to reach Chicago children during the 5 to 6 hour. This takes care of the Chicago situation all right, but puts the programs an hour earlier than before for listeners to Chicago stations who reside outside of the city and suburbs in localities that will continue to operate on Central Standard Time.

"This means," says Robert Barrett, radio executive at Blackett-Sample - Hummert Inc., which places the Ovaltine and General Mills programs, "that we are making the change for 30% of the audience of the Chicago stations, as we estimate that 70% of these stations' coverage is located outside of the area that is adopting the new time."

The same point of view is reflected by WLS, which has decided not to follow the rest of Chicago but to remain on CST. An audience survey conducted by the station revealed an overwhelming majority of WLS listeners opposed to the change in time, the figures being 65,718 opposed and 1,211 favoring EST. George Biggar, promotional director, said that WLS feels that it was granted 50,000 watts in order to serve not only Chicago but the entire surrounding territory, and that it would be doing an injustice to the 7,500,000 people living outside the metropolitan area but within 200 miles of Chicago if it shifted to EST.

Chief beneficiaries of the move are WAAF and WJJD, each gaining an extra hour of broadcasting time in the evening. WAAF signs off at Chicago sunset and WJJD, which is on the same wave length as KSL, at the time of sunset in Salt Lake City. Curiously enough, WAAF is owned by the *Drovers Journal*, which is strongly opposing the time shift.

ACCURACY

FREQUENCY CHECKS

100 Watters?

Yes, we check many, including such leaders as KWBG, KIUL, WHEF, KFPL, KFXR, KFYO, KICA, KGFL, WPAD, KCMC, KGFG, KGFW, KGDE and others.
Single Measurement $1.75
Weekly Measurements ----$5.00 per mo.
Precision AT Crystals at lower Prices

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

ACCURACY

BETTER than .01%

is what we guarantee all Scientific Radio Service Crystals. Why experiment—use the best.

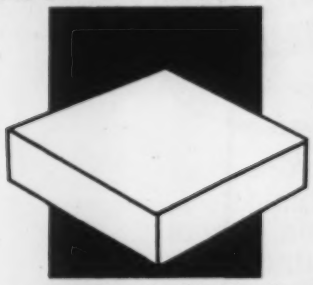
CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals....$90

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-361

AIR TIGHT



PACKING

PRESTO GREEN SEAL

Scores Again

ONCE again Presto engineers score with their scientifically constructed non-corrosive metal air tight shipping and storage container! The heavy chemical coating of the non-inflammable Presto Green Seal disc is exceptionally sensitive. Therefore, the metal container will accord the utmost protection to this surface, plus maximum efficiency in handling.

ONE of the many outstanding features of the Green Seal disc is that it can be processed in the same manner as wax discs. Any number of duplications in shellac, acetate faced or acetate can be made from a Green Seal master. These processed records are similar to any phonograph or transcription record and can be used in the same manner, and played with any type of steel needle.

Write today for a sample disc. Hundreds of the largest broadcasting and transcription studios have adopted the Green Seal disc as their standard.

Also manufacturers of the Presto Instantaneous Recorders. The compactness, convenient portability, and unfailing reliability of the Presto Recorder have made it a favorite wherever quality reproduction and uninterrupted operation are more than just "important".

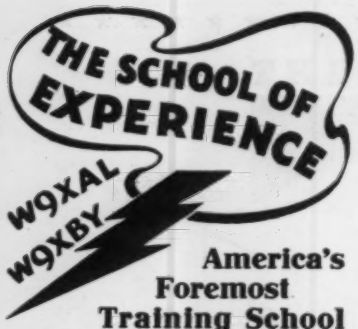
MANUFACTURERS OF EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Complete descriptive catalog on the Recorder and other Presto equipment supplied upon request.

Write regarding broadcast station applications of the Instantaneous Recorder.

Distributor: NORMAN B. NEELY
1656 No. Serrano St., Los Angeles, Calif.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.



America's Foremost Training School For Radio Operators

Radio-Television Engineering:—An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

SOURCE OF CBS ANNOUNCERS

Members of New York Staff Come From Everywhere; And Have Small-Station Experience

Mr. Carlile

THE PARADOX that the majority of New York announcers come from elsewhere, as explained by John S. Carlile, CBS production manager, and Don Ball, assistant manager, stresses two requirements—that the voices of radio represent the voices of America and that small-station experience serves as a preliminary to network experience.

"Columbia requires," says Carlile, "that its announcers be representative of America and not of New York or any other locality. Our staff is composed of men from every section of the country. Furthermore, announcers must receive basic training at a smaller station before coming to WABC." Ball adds that "a thorough, basic knowledge of radio and the necessary training are best secured at independent stations where, in addition to announcing, the man is called upon to do research, continuity, program work, etc."

There are only two New Yorkers on the CBS New York staff, David Ross and Kenneth Roberts. Two were born outside the United States—Andre Baruch in Paris and Carlyle Stevens in Canada. The others and their birthplaces follow: Dell Sharbutt, Forth Worth; Art Millet, Chicago; William Brenton, Hartford; John Reed King, Wilmington, Del.; Hal Moore, Mt. Vernon, Ind.; Bert Parks, Atlanta; Frank Gallup, Boston; Bob Trout, Wake County, N. C.; Paul Douglas, Philadelphia; Ted Husing, Deming, N. M.; Larry Harding, Waukegan, Wis.

J. Walter Thompson Co. Appoints Vice Presidents

J. WALTER THOMPSON Co. has announced the election of five vice presidents in American offices. Howard Henderson, former manager of the Cincinnati office, has been elected a vice president and transferred to New York. Henry M. Stevens, until recently manager of the St. Louis office, has been made a vice president and transferred to New York. Arthur C. Farlow, account executive in San Francisco, has been transferred to St. Louis to take the position formerly held by Mr. Stevens and Kelsey Denton of the New York office has been sent to the San Francisco office.

R. Lynn Baker, manager of the San Francisco office, has been elected a vice president in charge of the three Thompson offices on the West Coast—San Francisco, Seattle and Los Angeles. Mr. Baker will continue to make his headquarters in San Francisco. Kenneth W. Hinks, former Berlin manager and also former West Coast manager, will become a vice president in the Chicago office as will Merton V. Wieland, of the Chicago staff.

Kraft Cheese in West

KRAFT-PHENIX CHEESE Corp., San Francisco (creamed cottage cheese) on March 6 will start a 13-week variety program titled *Slices of Life* on five stations of the NBC-KPO network, Fridays, 9:30-10 p. m. (PST). Kraft at present is broadcasting Bing Crosby weekly on an NBC-WEAF network, this account being placed from the Chicago office of J. Walter Thompson Co., whose San Francisco office is handling the new West Coast series.

Life Memberships For FCC Proposed

Gov. Landon Advances Idea to Remove Danger of Politics

AN FCC with seven members appointed for life rather than for terms of not more than seven years, as at present, is favored by Gov. Alf M. Landon, of Kansas, one of the leading candidates for the Republican presidential nomination.

Gov. Landon expressed his views on radio regulation to Harry C. Butcher, CBS Washington vice president, who visited him in Topeka last month in order to arrange for his broadcast from Lincoln on Feb. 29 commemorating the Nebraska's Founders Day celebration.

In a letter to BROADCASTING received Feb. 17, Gov. Landon confirmed his conversation with Mr. Butcher and declared that his views had been "correctly reported". To the CBS vice president he said he favored an FCC with life members, which would be similar to the U. S. Supreme Court.

Eliminating Politics

BY SUCH a development, in Gov. Landon's opinion, the last vestage of "politics" might be removed from radio regulation. Allocation of facilities and regulation of broadcasting, along with other lines of communication, he believes, then would be placed on the highest plane.

While Gov. Landon agreed with Mr. Butcher that no station ever had been deleted for "political broadcasting" and that perhaps there have been no examples of outright administration censorship of programs, he did comment on certain reports he had received of alleged playing of "politics" on the FCC. One instance, it was said, related to a newspaper application for facilities. The publisher of the newspaper happened to call on the FCC examiner who heard testimony on his application and found him engrossed in the editorial pages of the particular newspaper, perhaps with the idea of determining whether it was Republican or Democratic.

Tom Moore Cigar Spots

WEBSTER - EISENLOHR Inc., New York (Tom Moore cigars) on March 2, will start five-minute INS news spots three times a week on WTMJ, Milwaukee. The sponsor also is using spot programs over other stations in key cities. N. W. Ayer & Son Inc., New York services the account.

DAVID LAWRENCE, noted editor and political writer and a former NBC commentator on government affairs, served as pinch hitter for Boake Carter, CBS news commentator, when the latter was stricken with grippe Feb. 25 and could not handle his Philco periods. It was Carter's first miss in six years.

"POWER ENOUGH"

to pay back handsome profits

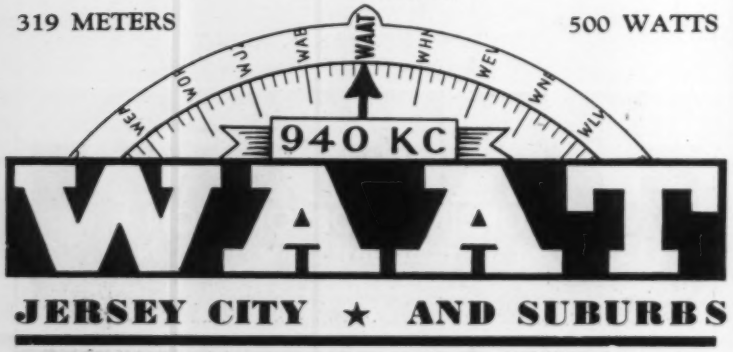
On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P. S. If a Station can do so swell a job for a cemetery, think what it can do for your products or accounts. WAAT has done and is doing some remarkable things for Lord knows how many products and services.

Find out. Ask us!

319 METERS 500 WATTS



JERSEY CITY ★ AND SUBURBS

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

California GOP Plank Opposes Short Licenses

RADIO was recognized in the platform adopted at the Santa Barbara, Cal., convention of the California Republican Assembly in February with the 13th plank reading as follows:

"XIII. Public opinion—an uninstructed discussion of honest differences of opinion as to the policies of government is fundamental to the preservation of the American form of government. We, therefore, advocate that the government shall not interfere with the constitutional freedom of speech, of the press and of the radio. We condemn the regulation and censorship of radio communication by the present practice of short-term licenses and otherwise."

It is understood that article XIII, when finally revised and issued in final form, will call for five-year licenses for radio stations and non-censorship of programs.

WINS Keys Mutual

WINS, New York, is serving as the New York outlet for the Health Products Corp., Newark (Asperum) program over MBS which began over that network Feb. 23, Sundays, 6-6:30 p. m. Inability of WOR, regular New York MBS station, to clear time due to the Whelan Drug stores commitment until April 12, compelled this move. Starting April 12, the program will be heard over WOR. The program emanates from the Majestic Theatre, New York, and goes to nine stations.

WMBG

CBS Outlet in

Richmond, Virginia

For Sale: A Live Show

—

Eight Weeks Sustaining
"THE WMBG PLAYERS"

TIME: 5:30-6:00 P. M.
SUNDAYS

COMPETITION: Very Light
MATERIAL:
Best Scripts Available — from

Radio Events Library

AUDIENCE REACTION:
Ask Us About Fan Mail
PRICE??
Ask Us About That Too

—

Representatives

Furgason & Aston . . Chicago
Hibbard Ayer . . . New York

Centennial Flour Increases Volume A Third by Radio

Sponsor Finds It Effective as A Medium for Food Products

"WE FEEL that we have accomplished the purpose we set out to do in our recent campaign over KOMO and a Northwest radio hookup. The campaign was even more successful than we anticipated." So stated Carl W. Smith, general sales manager of Centennial Flouring Mills, Seattle, speaking of their recent series of broadcasts over a Northwest radio hookup. The campaign extended over a 15-week period, Saturdays, 7:30-8 p. m., and was produced by KOMO-KJR, Seattle. The entertainment feature was furnished by Jules Buffano, popular Northwest orchestra leader, who has written several outstanding song hits, one of them being "Thanks For the Buggy Ride."

The original purpose of the radio campaign was to acquaint the listeners in the Pacific Northwest with the magnitude of the Centennial organization. Since 1889 they have operated several units in the Northwest under different names, although the brand of flour milled carried the same name, Centennial Silk Sifted Flour. These units were located in eight key cities in the Pacific Northwest with the main plant in Seattle. At present they have eight mills and 97 warehouses, employ 900 persons and have an annual payroll of $1,250,000. Their market extends from Coast to Coast.

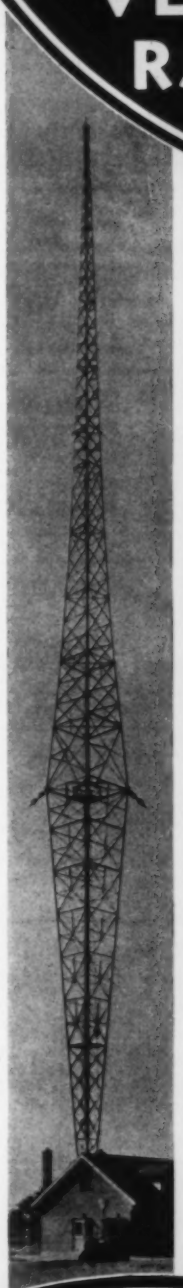
Merchandising Contest

TO MERCHANDISE the program a contest was staged offering 50 prizes for completing the sentence: "I Like to Use Centennial Silk Sifted Flour because—". The prizes consisted of household furniture from the grand prize, an oriental rug, to ten bathroom sets consisting of two towels, bath mat and wash cloths. There were 3,086 entries from all parts of the United States. Each entry was required to enclose a coupon from a 49 pound sack of Centennial Silk Sifted Flour to compete for prizes. Many entries enclosed from one to 16 coupons. Letters received from many Eastern cities stated they were unable to buy Silk Sifted Flour in their cities and were disappointed because they were unable to compete in the contest.

Mr. Smith remarked that the results of the contest were very gratifying to the company as each entrant was obligated to make a purchase of $2 or more and that most of the contests require a purchase of seldom more than 25 cents. He further stated that during the 15-week period of the campaign, the mills' business increased 38% which he attributes largely to the broadcasts. He is also of the opinion that radio is a major medium for food manufacturers and food jobbers.

The program was worked up by Botsford, Constantine & Gardner, under the supervision of Charles Constantine. F. G. Mullins, KOMO-KJR salesman, handled the account for KOMO-KJR.

BLAW-KNOX VERTICAL RADIATORS



ILLUSTRATED: Blaw-Knox Guyed Type Vertical Radiator 379 Ft. High. Station WBNS, Columbus, Ohio.

Mr. L. H. Nafzger, Chief Engineer of the above station writes:

"It no doubt will be of interest to you to know of our increased field strength and coverage with the use of our 379 foot .55 wave Blaw-Knox guyed tower.

Complete measurements with 1000 watts input to the antenna have shown an increase in coverage of 60% and a field strength increase varying from 100 to 300%. Our 1000 and 500 microvolt per meter lines have been extended 13 miles.

Our previous antenna system, as you know, consisted of a conventional quarter wave antenna supported by two 150 foot towers.

Our tower purchase has been one of our most progressive and beneficial steps."

IF YOU CONTEMPLATE CHANGES IN YOUR ANTENNA SYSTEM, IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX COMPANY
FARMERS BANK BUILDING
PITTSBURGH, PA.

BLAW-KNOX

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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JAMES C. McNARY
Radio Engineer
National Press Bldg. Nat. 4048
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Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
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BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
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WASHINGTON, D. C.

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Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza, New York City • P. O. Box 189, Times Square Station

White King on Don Lee

WHITE KING SOAP Co. Los Angeles, formerly a large user of radio, returned to the air Feb. 17 with the Raymond R. Morgan Co., Hollywood, handling the account. The new program is on the Don Lee network, keyed from KHJ, Los Angeles, at 11:15 a. m. (PST) three times a week.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

A JOBBERS' STUNT
Retailers Told How to Cash in On Wholesale Service

WJDX, Jackson, Miss., is broadcasting a program aimed at retailers and sponsored by R. H. Green, wholesaler, which is designed to show how jobbers and distributors can help national manufacturers to cash in on their advertising. This typical announcement on the daily weather report program tells the story:

"Did you ever have a specialty man call on you? To most store operators he is just a necessary evil, and the general feeling is to say 'no', and get rid of him. But the R. H. Green wholesale company considers the specialty man a real benefit to the community in which he is working. To begin with he spends money at the hotels and restaurants, and in the retailers' stores. Then, he can be a real help to you for he brings you special information about the product he is selling, gives you selling helps and ideas that he has gathered in his wide acquaintance and experience. Generally his firm is spending good money creating a customer's demand for the goods he is offering you. So, give the specialty man a break; listen to his story, and fairly consider his goods before you say 'no'. And then, if you decide to buy what he is trying to sell, the R. H. Green wholesale company would like to have you specify delivery through them."

Union Strike at WIL

A STRIKE of union operators kept WIL, St. Louis, off the air for more than nine hours late in February, the station returning to the air with a new force, it is understood. The strike is based on the demand of union electricians that two remote operators be employed at the WIL transmitter, now located on the roof of the Hotel Melbourne, with studios on the top floor. L. A. Benson, president of WIL, issued this statement: "We signed a new three-year contract with the operators' union last March. The union has breached this contract by taking the men off the job and refusing to arbitrate."

Promoting Bus Cards

BAUER & MEYER Inc., New York (bus advertising-car cards) began a series of institutional programs over WINS, New York, on Feb. 19, Wednesdays and Fridays, 11:30-12 noon. The sponsor has the franchise for bus card advertising on buses in northern New Jersey and Upper New York State. The program, titled *Panorama*, is conducted by George E. Ball, publicity director of the sponsor, and is signed for 52 weeks. It is placed direct.

Pie Bakers in Midwest

PIE BAKERS Inc., New York (Mrs. Wagner's pies) on Feb. 18 began a series of discs on three Midwest stations. The quarter-hour WBS transcriptions are broadcast twice Tuesdays and Thursdays and are signed for 13 weeks. The discs are dramatic skits titled *Life of Red Horse Ranch*. WGN, WXYZ, and WHK are the stations. J. M. Mathes Inc., New York, is the agency.

All-night Response

WATL, Atlanta, is broadcasting a midnight-6 a. m. program Saturday nights, with Red Top Brewing Co., Cincinnati, as sponsor. The program is titled Red Top Dancing Party and WATL is using 15 employes to handle requests and details. Purchase of 150 phonograph records weekly is required. Listener response is heavy and in addition distant fans have been communicating. Reciprocal publicity agreements have brought in a number of new dealers for the sponsor and lots of prospects for the local distributor. "Dedications" of numbers require purchase of Red Top products.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Good salesman wanted in thriving Connecticut Station on Regional Network. Remarkable opportunity for man who can produce. State experience and full particulars in first letter. WATR, Waterbury, Connecticut.

Situations Wanted

Is your station profitable? I produce profits—fully qualified promotion, production—best references, employed network—prefer East. Box 442, BROADCASTING.

Licensed Technical Director and Operator for small station. Married: age thirty-three; reliable; efficient with executive experience. With last employer over five years as technical director. Twelve years' broadcast experience. Box 443, BROADCASTING.

Operator, graduate of R. C. A. Institutes; now employed as engineer of small station. Young, ambitious, conscientious; good references and willing to start for small salary. Box 446, BROADCASTING.

Program and Musical Director with 8 years of experience on independent and chain stations—specializes in building new programs and improving on old programs—Employed now as Master of Ceremonies. College degree—excellent references. Box 447, BROADCASTING.

Now available as a unit to take over complete management of your station. Two enterprising radio men comprising 12 years radio experience, one production, the other commercial. Working as a team, will do away with all friction between commercial and program departments. Results assured. Advertising agency experience, and managerial experience with both farm and metropolitan stations. Now employed, highest recommendations. Can arrange interview in Chicago. Box 448, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted to Buy or Lease

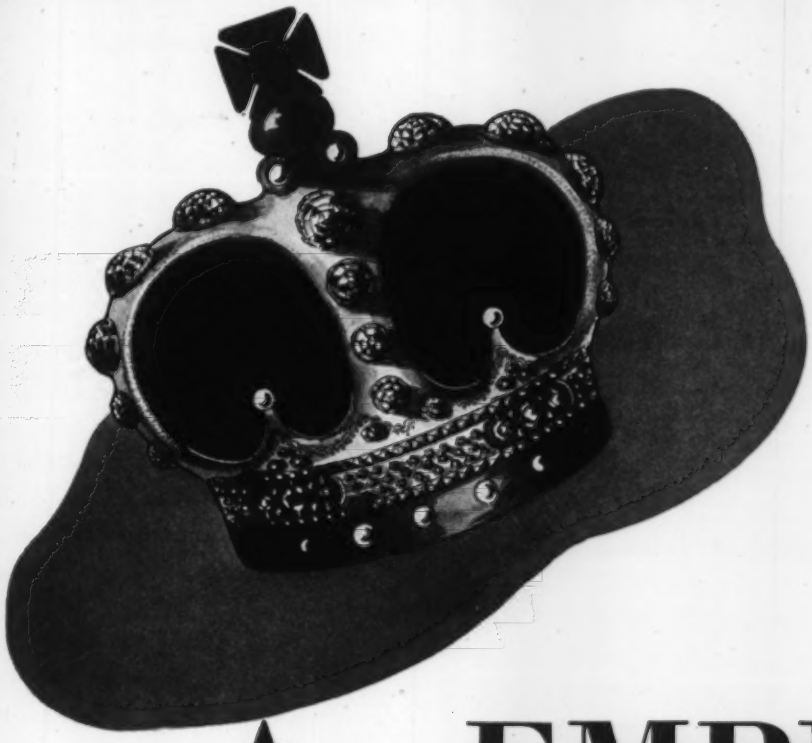
Wanted to purchase or lease, 100 to 500 Watt full time station. Write full particulars. Box 449, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new); direct reading; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 249 East 161st Street, New York City.

Wanted To Buy—Equipment

UZ-4210 R. C. A. transcription turntable. Address Box 445, BROADCASTING.



An EMPIRE within an Empire . . .

The Domain of WGY

WGY

50,000 WATTS

SCHENECTADY

In the heart of the Empire State, station WGY dominates not only the rich central and eastern New York areas but also western New England. Its empire is the Great Northeast, a particularly fertile group of markets including Schenectady, Albany, Utica, Troy. Without major competition, WGY is a sales "must" if you would sell this great territory.

WGY is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WMAQ, WENR,** Chicago • **WTAM,** Cleveland • **WBZ-WBZA,** Boston and Springfield • **KDKA,** Pittsburgh **WRC, WMAL,** Washington • **KOA,** Denver • **KPO, KGO,** San Francisco